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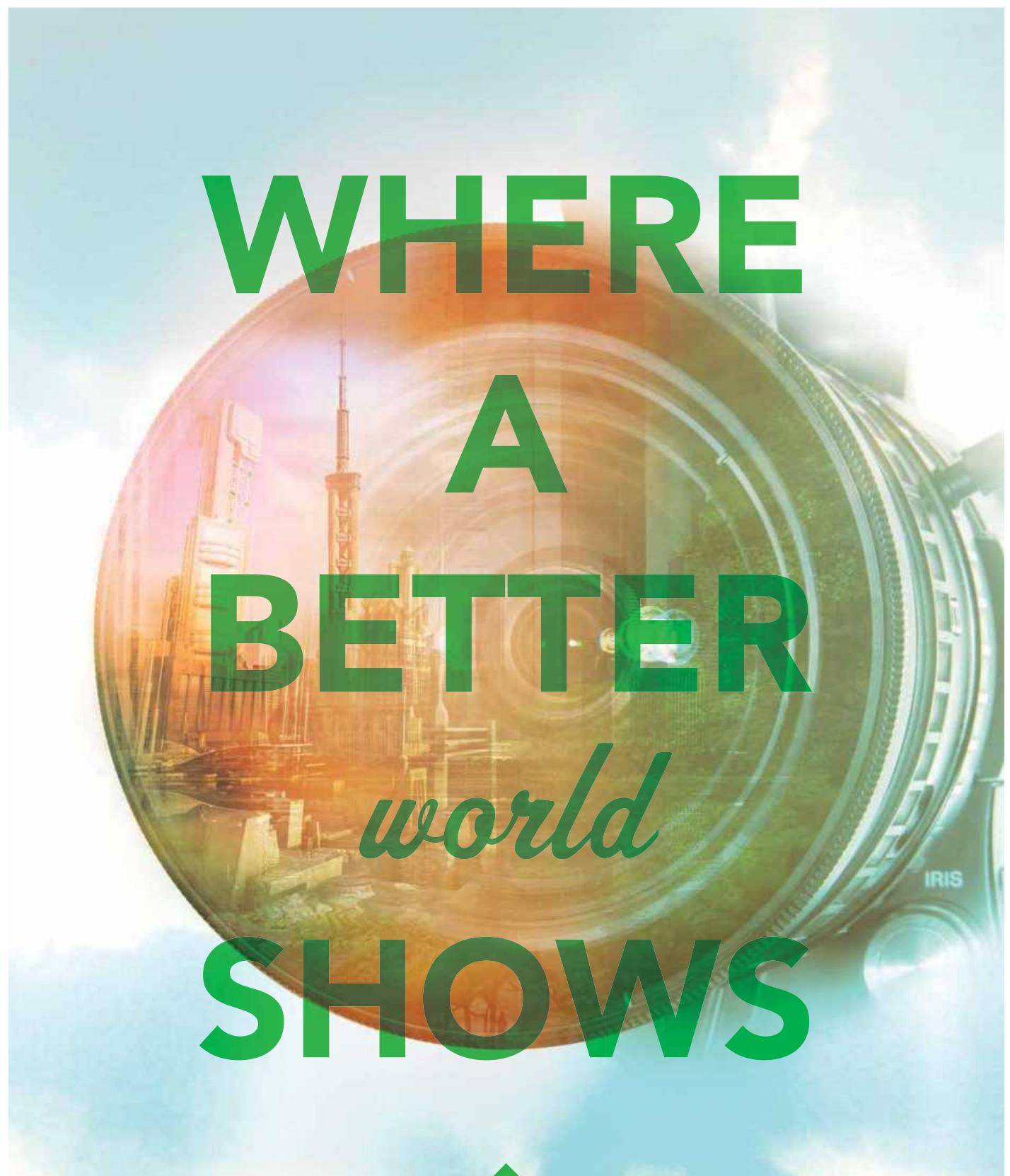
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How Big Is Walmart ?

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ex CONT



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A3 CABRIOLET

If you are someone who loves cars, then you would agree that convertibles are the most stylish breed when it comes to four wheels. We drive the uber stylish A3 Cabriolet and try to persuade you into indulging in your passion for something that might not really a whole lot of sense. Go ahead live your life, there's no other post this.

46

HOW BIG IS WALMART

We love anything colossal and what else could be colossal enough than a retail chain that witnesses millions of walkins on a daily basis. This is the story of Walmart – How it all began, how insanely big it is and some of the most interesting facts and perspective about Walmart's enormity.

52

WHY STARTUPS FAIL

Startups are the buzz of the town, but most of them fail for certain obvious and some unknown reasons. We take the liberty to study their failure and bring you an insight about Why Startups Fail. This is something that everyone must know to educate the entrepreneur in you.

64

GADGET REVIEWS

We review gadgets on a regular basis, but this time it was a bit different. Thanks to Exhibit Tech Awards our office was flooded with gadgets from all walks of life. We took this an opportunity and challenge; thereby reviewing over three dozen gadgets in a single issue. We have kept it simple and are sure you would love our precise approach.

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IPHONOEOGRAPHY

So photography is something that we all love as a hobby. But, carrying or buying a DSLR for each frame is just not practical. With cellphones sporting some very capable shooters, we bring a whole new genre in photography – iPhoneography. Come ahead and explore the possibilities.



ENTS

NOVEMBER 2015



exHIBIT[®]
TECH 20
AWARDS 15

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One October 28th, Mumbai witnessed one of the most happening event nights ever. It was the second year of Exhibit Tech Awards and boy o boy, was it glamorous! Come check out some of the most happening moments and winners that were chosen by a wise group of men and our thousands of voters.

60

HISTORY OF NEXUS SMARTPHONES

With the launch of new Nexus phones, we can't help but ask ourselves – How did it come to being the Nexus that it is? We explore the history of all the Nexus Smartphones that have altered the smartphone timeline when it comes to Android as an operating system.

86

INTERNET.ORG

Internet.org – What exactly is this? We have heard about all the good things that this particular project will be bringing to the table. But with good comes evil or does it? Here's our compilation of all the controversies that surround this massive project.

28

RISE OF SMARTPHONES

Smartphones are possibly the lifeline of your timeline. That said do you remember your first Smartphone. We all do. Come take a look at the way Smartphones evolved with time and what have they rose to. Interested right?

88

HYBRID COMPUTERS

Computers are no longer just machines that were utilitarian as a certain form factor. With newer OS supporting touch enabled interface, a new genre of computing devices has come into being – Hybrid Computers. Is it a tablet or is it a laptop – It is both. Come take a look at them in more detail.

112

SCIENCE AND TECH IN POP CULTURE

Pop Culture has been trending for decades and there is a science behind this. To understand this better, you will need to go ahead and indulge in this article. It's amazingly interesting to know that something as simple as something has some science associated to it.

136

SATELLITE INTERNET GETS A FACELIFT

So internet is reaching everywhere with several companies trying to bring it the remotest areas around the globe. But technology as we know it is consistently evolving. Here's our take on the facelift that Satellite Internet has gone through.

86

INTERNET.ORG

Internet.org – What exactly is this? We have heard about all the good things that this particular project will be bringing to the table. But with good comes evil or does it? Here's our compilation of all the controversies that surround this massive project.

FROM THE **EDITOR'S DESK**



We are all sitting in a supersonic irreversible jet which has propelled towards the end of 2015, and with that one more year is waiting to be permanently ticked off the calendar. Its soon going to be that time when we will make fresh resolutions and break them again, but before we do that, we will go through the celebrations of Diwali, Christmas and New year. For us, celebrations have started from 28th October when we had the **Exhibit Tech Awards 2015**, which is what this whole issue is all about. The starry night with **Top Ladies and Gentlemen from the Tech Industry and our friends from Bollywood** left us high until we do it again in 2016. It's a year away but the supersonic 'jet' that we are all co passengers doesn't make it look so far into the future and it will be sooner than you think.

One evening which is the result of a two month long process of reaching out to all the brands to file their top contenders for the 20 categories, choosing from them and having the tech minds vote for it on thetechy.com which was all finally summed up by a jury round. Its fun, its supreme techy, its transparent and its very well deserving . In the pages to come, meet all the winners and contenders and be assured that they are the best across category which we had in tech this year. You just need to take your pick now!

Meanwhile, for those who had missed the **Tech Award 2015**, we have a full coverage of the same in a manner where you can literally "Read" and experience the show **LIVE**. Next is our **Tech Fashion Week** which is slated at the end of Jan and **Hottest 100 Start Ups in early March**. Both the events are poles apart but connected by our DNA of "where tech meets lifestyle." Start ups - the word is making some noise and grabbing the headlines all over either as news or as full blown Advertisements. Start ups are the next FMCG in advertising and you cant miss a communication from Flipkart, Snapdeal, Amazon or housing.com for that matter which is now trimming its workforce and Local banya which looks like they have shut shop. We had a deep look at **Why start ups Fail** and fail to take off or

lose their gasoline midway in thin air and come crashing down. Its not honkey dory all the time and you often fall hard after you have covered a distance. For those who are planning to set a startup of their own, they must read it before going ahead.

Last, but not the least, Riddhima from my team has got us some exotic tourism sites in Spain after an awesome 8 days trip at this amazing place. So, we have a balanced equation of technology and lifestyle in the month ahead. Happy festives :-) as they say, Bring it on !

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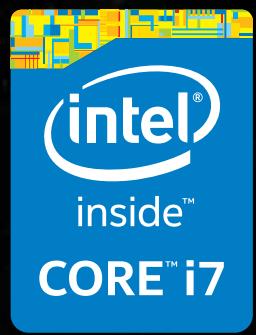
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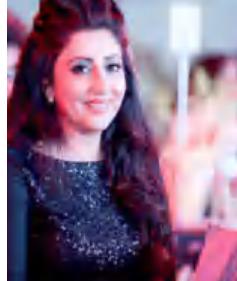
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DJ CHETAS

The man behind Yeh Jawaani Hai Deewani and Humpty Sharma Ki Dulhania mashups. He has many Bollywood mashups to his credit and was the official DJ at Arpita Khan's wedding in Hyderabad. Moreover, the Bollywood mashup king is also having a show to his name on 9XM.



ARCHANA KOCHHAR

One of the favorites among the Bollywood Glitteratti. She has been showcasing her collection on the Indian as well as the international runways more than a decade. Due to the high proclaim received, Archana was invited by Galleries Lafayette at Paris to present her collection with International designer houses like Kenzo, Christian Lacroix and Nina Ricci.

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COLSTON JULIAN

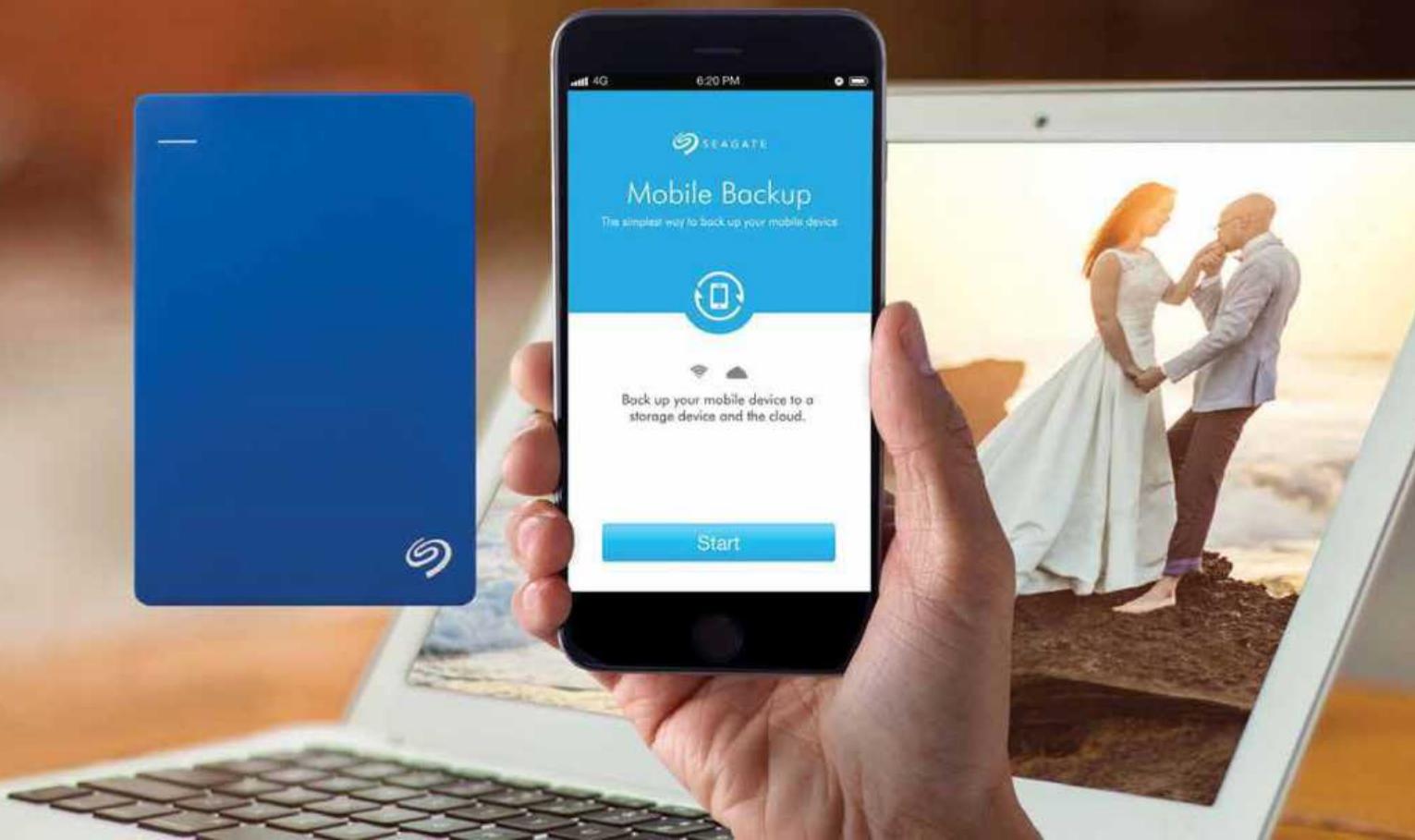
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TECH LAUNCHES

Jabra Eclipse >>

Jabra recently launched their lightweight wireless headset which combines an unrivalled sound quality with sleek design and ultimate comfort. Featured with premium music-grade speaker, HD Voice* for high definition sound quality and weighing only 5.5 g, this is Jabra's lightest ever headset. The portable charging case allows you to store the headset and charge on-the-go. Up to 10 hours of talk time with the charging case (up to 3 hours on headset alone without charging case) and up to 7 days standby time, the headset carries quite some stamina. Button-free headset interaction allows for ease of use and with NFC, the pairing too is hassle free. There are dual microphones for noise cancellation and the headset also allows for smartphone voice control with Siri / Google Now. It will be available in Black and White editions.

Price: ₹7999/-



Apple iPhone 6s and 6s Plus >>

Apple recently launched the new iPhone 6S and 6S Plus in four colours: Silver, Gold, Space Grey, and a new Rose Gold Aluminium finish. Physically, it is still carries similar design and almost similar dimensions. Almost similar, since it features a thicker body with aircraft quality 7000 series aluminium built. These phones are more like an evolution as compared to the iPhone 6 series launched a few months ago. Most of the changes are to the hardware. These phones now get an innovative 3D touch display that features force touch allowing users to have a newer touch experience. These phones are also capable of shooting 4k videos and the new A9 chip is more than capable to edit 4k content while on the go. This is the most significant hardware upgrade ever seen in an iPhone as the phones now also get 2GB RAM. Featuring a capable hardware with iOS 9, these seem like a good upgrade for Android users as well.

Price: Starts from ₹52,000 to ₹92,000



Nexus 5x and 6P >>

Google recently launched the New Nexus line up. This was the first time when the world witnessed two Nexus phones at once. Possibly because - not everyone likes large screen phones or because everyone missed the Nexus 5 as it was accepted so well. Nexus 5X is made by LG and features a 5 inch LCD display powered by Snapdragon 808 SOC coupled with 2GB RAM. Available in 16GB and 32GB variant, this is intended towards the casual users who want pure Android Marshmallow experience. The Nexus 6P is made by Huawei and although it's their first ever Nexus phone, this one is highly impressive as it sports an all metal body with 5.7 inch QHD AMOLED Display, Snapdragon 810 SOC and 3 GB RAM and comes in 32GB to 128GB variants. Both these phones feature a finger print reader which is quick and sets up easy thanks to Marshmallow. Also, both of these phones feature a 12MP Sony sensor that clicks great images and can shoot 4k or slow motion videos as per user's choice.

Price: 6P starts from ₹39,999/-

5X starts from ₹31,999/-



OF THE MONTH

Sony Xperia Z5 and Z5 Premium >>

Sony recently announced the launch of their newest flagship line up – Z5 and Z5 Premium. Powered by the Snapdragon 810 SOC and a 23 MP rear shooter with laser autofocus, both these phones are capable of high performance tasks, but what makes the Z5 premium stand out is its insanely high PPI display which packs in 4k resolution. The phone also comes with 3430 mAh battery which sports turbo charging. It still has the water repellent capabilities and a similar design as the Z4. That said, 4k display is something insane and the world has gone bonkers over it. We will be testing the same when we receive it and bring you the possibilities of a 4k display. All said, innovations are always welcomed and that's what we adore as a tech consumer. Z5 will be available in Gold, Green and Black while the Z5 Premium will be available in stylish Gold and Chrome.

Price: Z5: ₹52,990/- and
Z5 Premium: ₹62,990/-



Jaybird X2 >>

Jaybird launched the successor to the popular Bluebuds X. The earlier earphones were a huge success thanks to their fit, design and superb audio quality. The X2's evolve as a package and bring better connectivity with improved battery life. These also feature better tips and better audio output as compared to just about any Bluetooth earphone in the market today. The package includes a newer design for carrying case along with comply foam tips that make the deal sweeter than ever before. The Jaybird X2 comes in several colour options too. Users can thereby choose their colours and fit as per their choices making it a suitable workout partner. Sweat resistant design makes it apt for everyone especially urban crowd.

Price: ₹15,999/-



Canon EOS C-300 Mark II >>

The EOS C300 Mark II Digital Cinema Camera integrates an 8.85 Megapixel Super 35mm 16:9 CMOS sensor that supports 4K (DCI) recording with a maximum resolution of 4096 x 2160 pixels. The camera fully utilizes the image data delivered by this 4K CMOS sensor to also enable Over Sampling HD Processing for 2K (DCI) and Full HD 1080/60p recording. The EOS C300 Mark II enhances the sensitivity and also minimizes the noise and supports the ISO speeds of up to 102,400 for extreme low-light imaging. This sensor also reduces data-readout time to about half of its original EOS C300 Camera, which results in a significant reduction in rolling-shutter artifacts. The camera also sees a boost in its ISO range, now boasting a range of 160 to 25600 ISO (100 to 102400 ISO when sensitivity is expanded). The EOS C300 Mark II Digital Cinema Camera incorporates the new Canon XF-AVC codec that allows 4K image data to be recorded internally onto CFast (2.0) cards. (The camera features two CFast card slots and an SD card slot.) This makes it easy for users to record high quality compressed 4K images in the camera body without the need for external recorders.

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Our Host for the evening - Cyrus Sahukar



Automobiles & Tech Editor - Pratik Ghone



FOUNDER & CEO EXHIBIT GROUP - Ramesh Somani with Zoya Afroz, Mohit Malhotra





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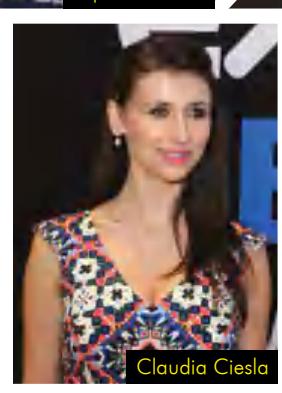
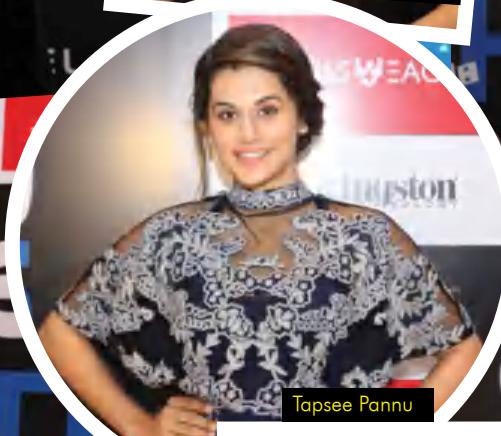
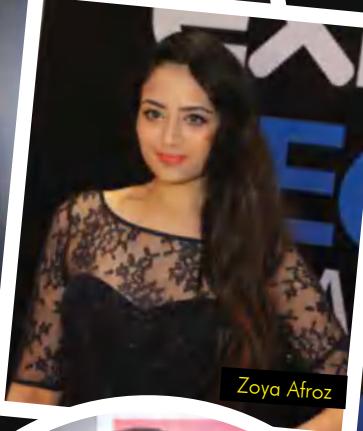
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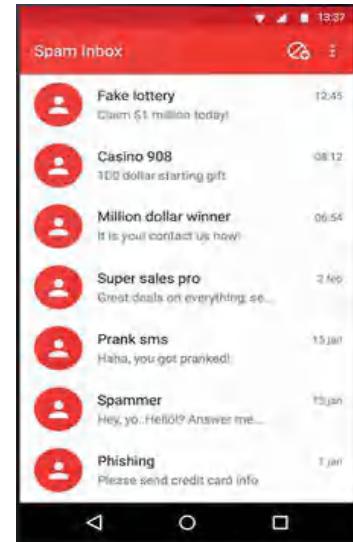
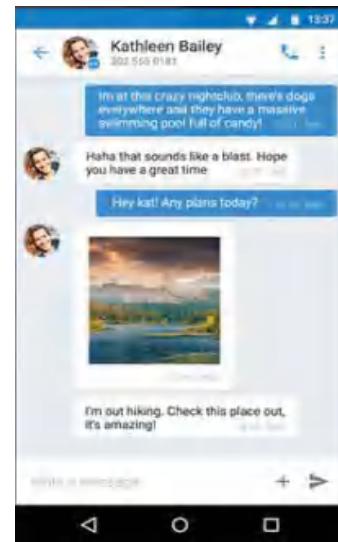


Exhibit Team

TRUEMESSENGER

Truemessenger is an SMS replacement app developed by Truecaller. Truemessenger shows you who sent that random SMS, and it automatically sends spam messages to a separate folder so that you can keep your SMS inbox clean and organized. You can block unwanted messages and share intel about spammers with the community, which helps everyone avoid them. If you thought Truecaller was necessary, take a look at your message inbox and think again. This is one of the most secure free apps one must have. Although, spam is not personal anymore, but the fact that companies have access to our numbers for spamming us with offers, makes this app a life saver in true sense.

Android, iOS



PEWDIEPIE: LEGEND OF THE BROFIST

PewDiePie is one of the most popular stars on YouTube, with nearly 40 million subscribers to his channel. His first mobile game is no cash-in: it's a very enjoyable platformer with plenty of nods to gaming history and YouTube culture along the way. There's real voice over by several popular YouTubers. Epic boss fights are challenging enough for professional gamers. Although paid, there are no in-app purchases and the journey is mesmerizingly presented in 8-bit graphic format. This one is a must play for all gaming fans.

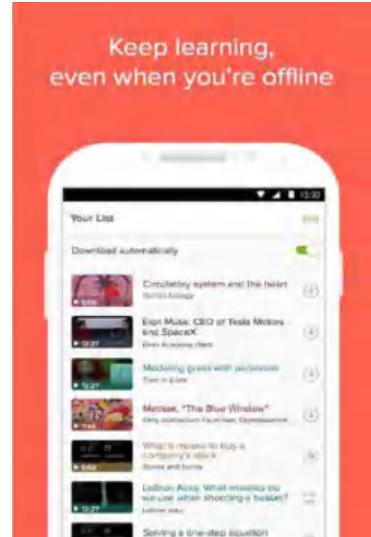
Android, iOS



KHAN ACADEMY

This has been available on iOS for some time, but is new to Android. It's an excellent educational tool with bite-sized video courses on everything from biology and economics to art history. The content is authoritative but rarely dry. You can learn anything for free: Over 10,000 videos and explanations at your fingertips in math, science, economics, history, and much, much more. Quickly find what you need: Redesigned navigation and search make it faster to find what you want. Keep learning even when you're offline: Bookmark your favorite content to "Your List" (phone only) for easy access, and download it to keep learning even when you're not connected to the internet. Pick up where you left off: Your learning syncs between your Android and khanacademy.org, so your progress is always up-to-date.

Android, iOS



VIZABLE

Vizable turns data into beautiful, interactive visualizations. Features include transforming data into interactive graphs and charts, Pan and zoom through data stored in CSV and Excel files, See patterns and understand relationships. You can also analyze trends and explore data over time. Beautiful animations help you see relationships between the data stored. The best of them all is that you can also share your data stories with your colleagues and become a star presenter at your work place. This is a must have app for all office users who are looking at revamping their presentation skills.

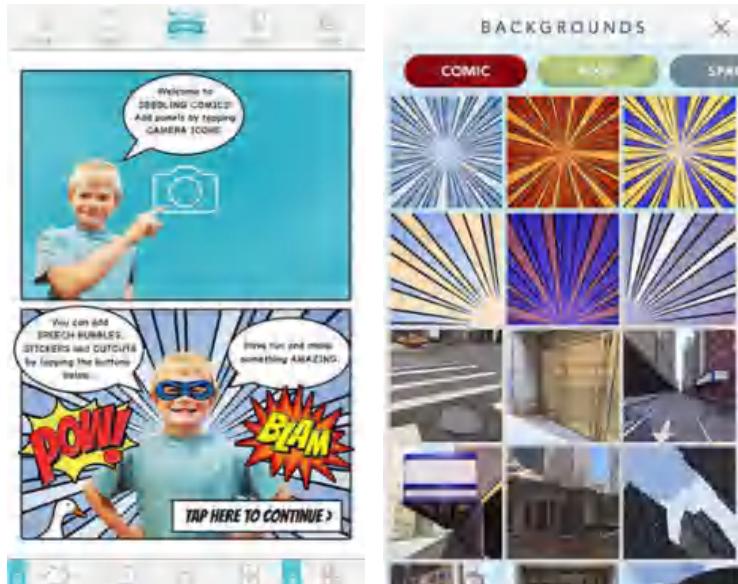
iOS



SEEDLING COMIC STUDIO

This is a marvellous app for parents and children to use together: taking photos, cartoon backgrounds and stickers and blending them into your own digital comic strips. Three themes are included with more available as IAP. Create and share your own amazing comic book! Easily mix your own photos with custom backgrounds and stickers from themes like Comic, Pixel, Space and more. Bring your comic to life with awesome sticker effects, costumes and props. Tell your story with speech bubbles, thought bubbles, captions and freeform text. Use your own photos (and our fun selection of filters) as panel backgrounds, or choose from our library of custom background illustrations. Easily cut people or objects out of their backgrounds to make your comics even more personalized.

iOS



NEED FOR SPEED - NO LIMITS

Race for dominance in the first white-knuckle edition of Need for Speed made just for mobile – from the developer that brought you Real Racing 3. Build your dream ride with an unbelievable range of cars and customizations. Launch yourself between chaos and control as you hit the loud pedal and roll into underground car culture. Win races, up your rep, then kick into more races, more customizations, and more cars. Make your choices and never look back. Tonight we ride! This app offers in app purchases. Pick up the real-world cars you've always wanted, from the Subaru BRZ to the BMW M4, McLaren 650s, Porsche 911, and more. Then trick them out with the hottest customization system on mobile, from spots like the Mod Shop and the Black Market, giving you over 2.5 million custom combos to play with. There are over 1000 challenging races and a lot more. Go race!

Android, iOS



T

ech Leaders and their Unique 'NERD' Hobbies



I think there was a time when 'nerd' and 'geek' had clear, concise definitions. There were parameters, even if being enclosed in those parameters wasn't always very pleasant — although I suppose getting boxed in never is.

But, what was once associated with nerds — video games, comic books, card games, and the like — has now been absorbed into mainstream pop culture. Tell an avid A Song of Ice and Fire reader back in the '90s about how popular Game of Thrones would be today, and they'd probably look at you like if you told them Cersei and Jon get together at the end of the series (hey, not over, could still happen).

If the stereotypes have been adopted by the mainstream, then what is a nerd? Today, it seems like a nerd is just someone who cares a lot about something — a kinder, gentler definition. It's certainly not a pejorative term anymore, at least not the way it used to be. Point is, we'd like to think that these fabulously wealthy tech leaders would be proud to be called nerds in their own unique ways — and you might be surprised why.



1 Mark Zuckerberg: Founder and CEO - Facebook

This tech magnate's origin story doesn't need a rehash — it's already been made into a major motion picture, and the guy just passed the 30 mark. What you might not know is his affinity for FENCING — he was captain of his prep school team, and apparently used the sport as the subject of one of his Harvard admissions essays.



2 Elon Musk: Product Architect - Tesla

No surprise here — the Tesla chief is all about BATTERIES. Yeah, they're what makes his awesome electric cars tick, but don't sleep on his new batteries designed to make harnessing solar power more efficient than ever before.



3 Meg Whitman: President, Chairwoman and CEO - HP

The HP CEO went full-on POLITICS nerd in 2010, when she tried to become head of a much bigger entity — the state of California. She lost to current governor Jerry Brown, partly because she wasn't nerding out about politics enough while she was busy with business — an almost non-existent voting record did her campaign no favors.



4 Larry Ellison: CTO - Oracle

Longtime Oracle CEO Larry Ellison is one of the richest people on the planet, so it's no surprise that he has a hobby to match — YACHTING. The guy goes nuts for his boat races, but maybe a little too much — he and his team got busted a couple years back for adding illegal weights to their boat before the 2013 America's Cup began.





5

Gabe Newell: Co-Founder and MD – Valve Corporation

Not a lot of video game developers make it into the billionaire club, but Gabe Newell managed (with a little help from his stint at Microsoft). The Steam boss is worth \$1.26 billion and is effectively the patron nerd of PC GAMING.



6

Marissa Mayer: President and CEO – Yahoo

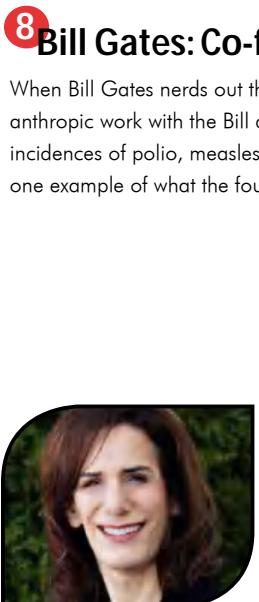
Mayer has deep roots in science and technology from a young age, but she has an artistic nerd outlet, too. She took BALLET lesson as a child, and was still dancing all the way into her time as an undergraduate at Stanford. Today, she sits on the boards of both New York City Ballet and San Francisco Ballet.



7

Richard Branson: Founder – Virgin Group

With Virgin, Branson didn't have the most conventionally nerdy path to riches as most others on this list. But, now that he's there, he's pursuing his nerd outlet with a lot of money — he likes looking to the sky, and wants to start taking people beyond it with Virgin Galactic spaceflights.



8

Bill Gates: Co-founder - Microsoft

When Bill Gates nerds out these days, many lives tend to get saved. He puts a lot into his philanthropic work with the Bill and Melinda Gates Foundation, which has resulted in a stark drop in incidences of polio, measles, and malaria in many parts of the developing world — and that's just one example of what the foundation has accomplished.



9

Judy Faulkner: CEO and Founder – Epic Systems

When it comes to nerding out over health tech, accept no substitutes. Faulkner took her company, Epic Systems, and turned it into a billion-dollar health tech powerhouse by managing and storing electronic medical records. And, if you're wondering how into health care she really is, wonder no more, she plans to transfer her shares in Epic to a foundation that will provide money for health care-related causes and education.



10

Steve Ballmer: Ex-CEO – Microsoft and Owner of LA Clippers

I know, the concepts of nerd and sports don't usually intersect, but if you don't think it's possible to nerd out over basketball, you've never seen Ballmer talk about the Clippers.





WEIRDEST
GADGET
OF THE
MONTH

PICO CASS

Remember those days when we used to play on consoles that used cartridges. Miss slamming cartridges into the top of your old SNES. And then taking them back out, blowing on them, and slamming them back in? So do the folks behind the Pico Cassette evidently, and they plan to bring that same tech to your phone, sort of.

The Pico Cassette, debuted at this year's Tokyo Game Show, is simple in theory; it's a game cartridge for your phone that plugs in through the headphone jack. Of course, your phone isn't a game console built to read in games through its headphone jack, so the actual inner workings are a little more complicated.

Basically, you'll download the Pico Cassette's dedicated app, and boot that up before you plug in your cassette. Then when you do plug in, the cassette makes a unique authentication noise to identify what game it is for, and then the app goes and downloads that game from the internet. It's a technology that's already been in use in Japan, used to sell music and videos.

There's no denying that the idea is silly from start to finish, but the fact that the cartridges don't actually have any game data on them sort of takes some of the magic out of the whole thing. But still, if the games are kind of neat and not just something you could easily download somewhere without the cartridge, maybe it could be a fun, gimmicky throwback to the good old days.



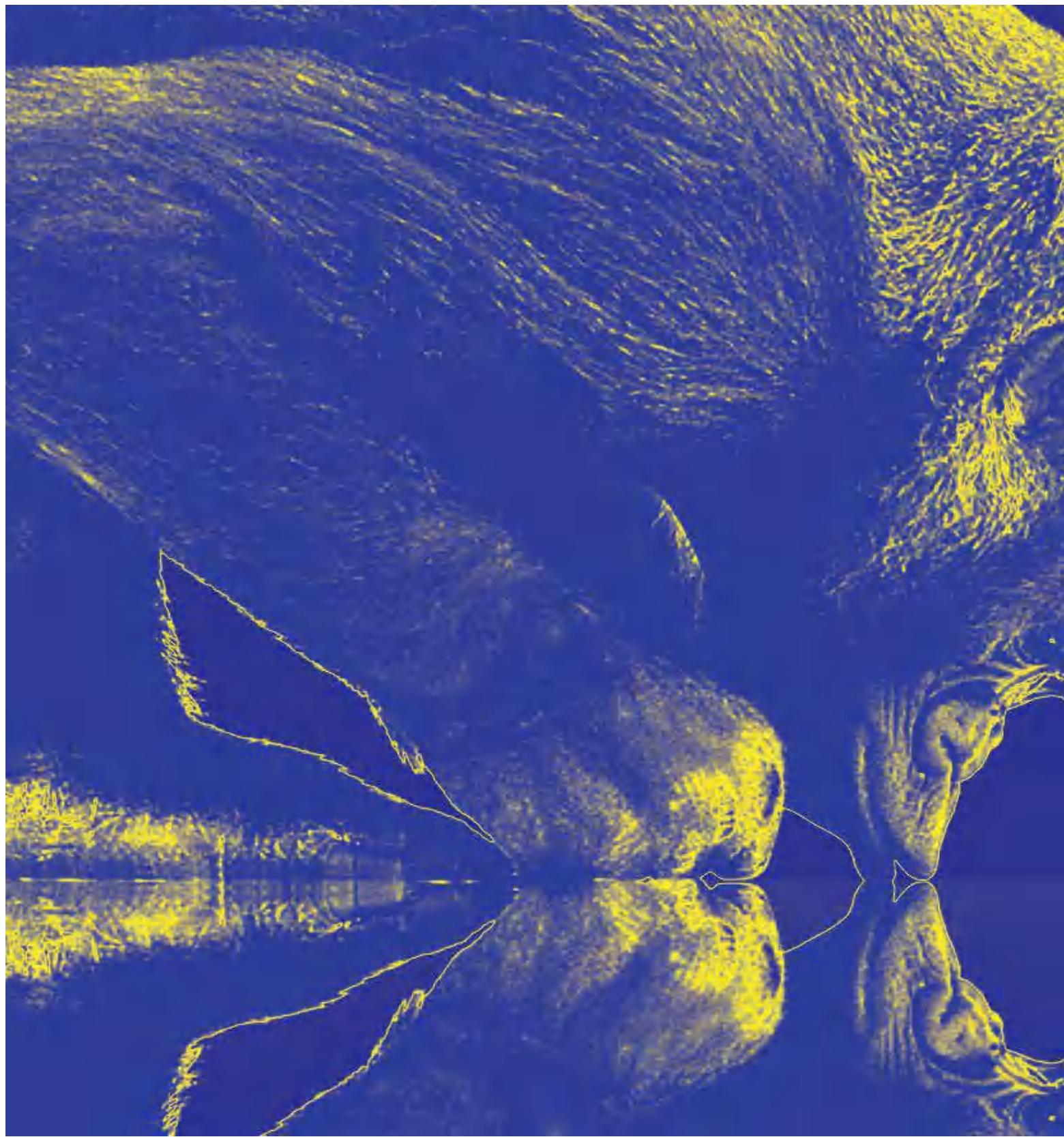
HyperX Savage SSD

THE NEW SPEEDY BREED

Evolve to the **HyperX Savage SSD** and boost your computing experience to another level. Offering capacity up to 960GB, it is the perfect choice to game, transfer or edit large media files effortlessly. With incredible speeds of up to **560MB/s** read and **530MB/s** write, this SATA based drive ensures a blazing fast performance. Its unique diamond cut design and red steel aluminium casing stands out from the crowd. So get ready to go savage with this extreme performer.

[f/kingstontechnologyindia](#)

THE FAKING NEWS – AN ALPHA TECHY PLEADS TO BAN SCRATCH-GUARDS FOR TOUCHSCREENS



“Safety comes before practicality for us Indians”

Said Kunal in a deranged tone, making facial expressions that communicate his urge to wipe off stupidity from the face of earth.

I asked him how it all started. To this he reverted – “I had a friend who was planning to buy a new smartphone. I being the smartest and the techiest, suggested him a few with corning Gorilla Glass 3 knowing for the fact that he was endowed with jumpy hands. I told him all the advantages of having a Gorilla Glass 3, it is chemically strengthened, is toughened better for more durability and is resistant to scratches and random shocks that one can meet with in Mumbai locals. After me convincing him for the 100th time that it’s worth paying a few extra bucks for the Corning Gorilla Glass 3 we went on to buy the smartphone. All went absolutely well, until after unboxing the piece the Shop Keeper suggested him to put on a scratch guard or the phone is unsafe. I went on to argue that it sports a gorilla glass 3 and doesn’t need a scratch-guard. But to my surprise I have been friends with stupid. The shopkeeper manipulated him and bought him into paying 200 bucks extra for the same.”

According to Kunal, the worst part is when his friend asked him to stop arguing as the shopkeeper sells these things every day and knows better about these products than he does. All his confidence that came from being a Tech Blogger and being invited to mega events, went in shams.

“I believe just like Saadu-Maharaj thug people in the name of religion, these smartphone accessory vendors fool customers by scaring them and wooing them with unnecessary knowledge”, Said Kunal. He further went on to prove that the Corning Gorilla Glass is actually very durable and strong to withhold a drop test, and the Gorilla Glass did. Although, the display remained unchanged but the rest of it was in shambles. Kunal felt a little pinch for he had smashed his phone into pieces, but was filled pride at the same time for the Gorilla Glass 3 didn’t pose a hint of damage on it.

“I plead the government to put a temporary ban on the sale of scratch-guards, giving us techies a chance to prove it to the people that they don’t need this kind of safety and should learn to trust their Smartphones”, These words really inspired me to pull that Scratch-Guard off my old school Samsung smartphone and just a day later I learnt that mine isn’t endowed with a Corning Gorilla Glass 3.

Nevertheless, he was right, a Smartphone that sports a Gorilla glass 3 or above is strong as a superman and needs no piece of sticky plastic in the name of security. After a few social media campaigns, a few rallies the shopkeepers in Kunal’s vicinity stopped the sale of ScratchGuard, but this has suddenly boosted the sale of Back Covers and full body cases for smartphones. *Face Palm*

WHERE IS MY CORNER OFFICE?



Business Cultures across the world are witnessing a sea change in the way work styles are changing. Millennials are an emerging or new set of growing workforce. These young adults also known as the Generation Next, Netizens, Generation Y, Hyper Networked Generation etc are creating new work patterns. The way they are using the web technologies is adding to the way business environments are observed and organizational behavior is studied and all other things related to the way these groups contribute to organization's overall growth and objectives.

Internet of things has revolutionized the way technology is used and work is performed. In a SAAS or Cloud storage world, Bring Your Own Device (BYOD) and Small Office Home Office (SOHO) or SOHO-SMB terms are replacing the traditional 'Corner Office' or 'Conference rooms' terminology. Organisations are turning into lean enterprises to avoid high operational costs of rentals or maintaining a large workforce within the office premises. In a shared economy today, virtual offices and moonlighting concepts are not alien anymore.

The structure and process of work is under a transformation triggered by digital office upgrades. Work has grown more complex intellectually and collaboration is

"Change of w
way cultures c

necessary to arrive at desired output, social skills and networks are increasing growing popular and inevitably significant, mobility in terms of working from any gadget or device is not a limiting factor vis-a-vis geographical spread. The organizations are not too much worried about specific place or time, it is the work itself that should be engaging and defining for an individual to stay interested. It is challenging for businesses to respond and innovate for the smart generation incorporating varied work styles that also encourage work fluidity. While Startups bring with them a different breed of workforce and culture that contributes to overall dynamics of how the organization responds or behaves. While they appear more accommodating to work styles, traditional companies may do better with slight intervention of behavioral experts. Hierarchies in structure are pulled off; companies have turned lenient and agile with regard to flexibility in time and place, workspaces have no or minimal walls to enable internal collaboration and working relationships. There are conscious efforts towards making the workplace less stressing and overall conducive to an individual's mental and physical well being. For the outside audience, the deliverables are more focused on driving valued customer perspective, competitive strategy and differential advantage.

workstations and styles are altering the
and structures are built in organisations.”

While the churning of fresh talent is resulting in workstations flying out of the office windows, behavioral changes are inevitable. Companies must gear up for providing flexible work yet maintaining the standard of quality without compromising adherence to processes and performance deliveries. Three cardinal rules companies must follow to be able to meet this critical balance is:

SCREEN OBJECTIVELY

The flexible work is not an absolute right but requests for such must be met with a fair amount of discretion and reasonable thinking. The changes as expected by the applicant must be communicated well, preferably in writing. It must spell out reasons clearly and the effect it may have on the employer, team or organization as a whole. If there are business reasons to reject a request including inability to reorganize work, meet customer demands or add value to overall growth as a committed employee then it should be explained well. The merits of allowing flexibility must be weighed with prudence.



IS IT PERMANENT OR TEMPORARY

If you have allowed the workstation to go portable, it is better a time period is also defined. It sets the expectations and maintains a healthy employer – employee relationship. If the terms of employment and the compensation have changed and, it must be easy for the applicant to go back to the original terms if he may like so.

IS IT ALLOWED FOR SOME OR ALL

There must be no obligation to make any discriminations or priorities for applicants; it must be purely on merit of how flexibility to an individual impacts or affects business. A trial period may though come as a handy option before the final decision is made.

There have been studies across the world to prove that flexible employees are a happier lot, working environments will continue to change, and with ease of access to technology, employers must find seamless ways to embrace the portable workstation demands.



Dr. Yasho V Verma is a Management Thinker & Philosopher, former COO at LG, an academician, a startup mentor and a veteran in consumer durables. Currently, he is advisor to Videocon and a member on board of Dena Bank.

THE RISE OF

SMARTPHONES

The late 2000's saw a sudden surge and excitement among geeks and nerds. The reason was that the age Smartphone was about to start.

Cut to 2015, there are over 30 brands retailing in India selling you smartphones, and our dependence on them is growing by the day. The advancement in technology is not necessarily a good sign. The phones are getting smarter and the humans are getting dumber.

The 90's was an amazing time to live in where all one could do with their phone was make or receive a call and send a short message. Now there are ten different ways to send your message and 10 ways to talk as well with VoIP calling now getting popular in India.

No wonder companies like Airtel and Vodafone were worried that their revenues might just drop. Contrary to that they have been ever rising, though at a slower pace than what they were accustomed to five years ago.

The dependency on our smart devices will soon reach its critical limit, where we would no longer think and just trust them blindly. Human instinct is slowly getting killed due to an explosion of all the technology around us.

The age of smartphones started when JAVA based phones started introducing us to the world wide web in our palm with the help of WAP services. There was excitement that one could check out the cricket match score without sending in a text to a VAS number. For a cricket lover life became easy on the go.

Then came some windows based smartphones from Taiwanese companies like HTC that gave you a low powered ability to manage your office work. One could read e-mails and use functions on the phone to sort out their office work on the go.

The biggest advancement came in when a camera was married to a phone. Nokia pioneered the idea with a VGA camera that had a Carl Zeiss lens. And what a revelation it was for us humans. We could capture memories on our smartphone without carrying a physical camera with us.

But we humans are as destructive with technology as constructive we are. The camera on your phone saw abuse by people who believe in voyeurism and it continues to be prevalent even in 2015.

Then came in a music revolution with a sudden surge of music smartphones. Sony owned them all with their Walkman brand already popular among consumers, they had things going their way. Humans were getting addicted to this burst of technology.

BlackBerry's changed the game altogether, as the phones that they started making post the BB Curve had it all. You could use them as work phones with good security and also as play phones with camera and music functionality.

But the real game changer was Apple's iPhone. This simple looking device packed so much in it and created something that people did not even know that they had wanted. During the same time Google was also working on their smartphone project and experimenting with their Android platform.

Thus started the war between the two giants, Apple's closed door approach with iOS and iPhones and Google's Open Source Android and the partners that collaborated like Samsung, HTC, Sony, Asus.

In all the mix, Microsoft also wanted to get the share of the pie and what started as a low key affair with Windows based smartphones, saw a sudden investment from the company. They were a bit late to the party and even in 2015 suffer to capture a major market share as far as smartphones go.



Now if you see the smartphones around us they have come a long way and that too in a short span of just about 15 years. That's more growth as an industry than what we saw in the Automobile segment.

When the first Automobile was introduced people said that cars will fly in the year 2000. That sadly never happened. For smartphones some people say something similar. But, I feel even in 50 years from now, your smartphone will still be a flat brick.

The industry has been desperately trying to innovate smartphones, but all we have seen in the past 5 years is that the phones are getting bigger and packing in more processing power than many modern notebooks and PC's.

Imagine a modern smartphone has more than 100 times the computing power of what the combined Apollo Missions used to land the man on Moon.





And it's been almost 50 years that man has landed on the moon. It's not because we don't want to, it's simply that our creativity and imagination is just limited to what the small screen offers us.

If you look at the entire rise of smartphones closely, you will see the innovation dying and along with that even the human desire to innovate and create new things.

Think about it, as kids in the 90's used to step out and play cricket or soccer, now all they do is hog on cheese burgers and play the same games virtually on their smartphones.

Remember the time when you needed money and had to physically go to the bank? It used to be an experience in itself in the 90's and it helped you to silently develop interpersonal skills with fellow human beings around you as well. Now the same job gets done with just a tap on your smartphone screen.

With the rise of e-commerce in India, even that family shopping experience is also dying. Technology sure, gives you easy access to things but at the same time makes you lazy as well.

Technology advancement is not a bad thing at all, but depending and trusting it with a blind eye is a grave mistake that will reflect in the future. The skills that we possessed in the 1900's are no longer there.

Celebrating technology is not a bad thing at all, but doing it cautiously with minimal repercussions is important.



Siddhartha Sharma

Siddhartha Sharma is the Editor for Technology at India's Mobile First News Platform, The Quint. He has worked with India Today's Television division, spearheading the technology vertical. He anchored and was editorially responsible for Gadgets & Gizmos Show on Headlines Today and TechnoDilli on DilliAajtak. Apart from technology, he also loves to travel and is an automobile junkie. He has been a regular contributor on travel technology, with Travel Plus, Men's Health Magazine and on India Today Group Digital. Prior to joining the India Today Group he was working with ET NOW, as a tech journalist for their weekend technology show, Technoholic.



DJ CHETAS

Why Djing: Purely out of passion and love for music. It started with piano classes followed with an inspiration from DJ Aqeel and the journey there on has been educative and lovely.

Making your spinning different: I believe I'm a good judge of the audience and rather than coming with a pre made set, I like doing everything live with a lot of free styling.

Your first gig: A Holi party in my neighboring building.

Apart from partying, what's your idea of chilling: Haha, partying isn't my idea of chilling. I avoid it as much as possible. I love watching movies.

Djing or producing songs: Both.

The Best club in India: Royalty in Mumbai is the most DJ friendly venue according to me.

If you could stage a rave anywhere, it would be at: I always wanted to do something on the Bandra - Worli Sea Link in Mumbai.

Your backup equipments include: Pioneer CDJ 2000 Nexus with the DJM 2000 Nexus. I use 4 CD Players and an additional 2 in the back up.

Your style of Miking: I rarely pick up the mike, but when I do it's purely to interact with the crowd. In club shows when the environment is very intimate, I've been found guilty of singing along as well.

Your favorite lyrics: Too many to pick from.

Hip-hop or Techno: Music beyond genres.

One thing you want to change about the current music scene: Change how people create genres everyday. I simply believe in two forms of music, good and bad. If the crowd loves what you're playing, you've got it right.

We usually find you spinning: Every Friday and Saturday on my TV show on 9XM at 10pm.

We could follow you on:

 : fb.com/DJChetas.Official
 : DJ_Chetas
 : djchetas



“I simply believe in two forms of music, good and bad. If the crowd loves what you're playing, you've got it right,” says the super sexy DJ Chetas.



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ARCHANA KOCHHAR



"I think versatility is my biggest strength, so I don't believe there is a signature Archana Kochhar style." says the pretty top-notch fashion designer **ARCHANA KOCHHAR**. Having just launched her Banjara collection, she is already working on the next one. Shhh..Details to be out soon!!! Lets have a quick techno-fashion chat with her.

ex: How do you think technology has changed the fashion industry in the past few years?

AK: Technology has brought about nothing but short of a revolution. Today you have digital prints that can be done because of a machine. You can have embroidery that can be done in bulk and many such innovations have changed the fashion industry. However, I do believe the human skill element is as strong.

ex: What's the latest trend for corporate wear in India?

AK: According to me, the corporate wear can be classified in 2 categories, you have the financial firms or consultancies where you see people wear the best Bespoke suits, customized shirts with a fabulous tie. On the other side, we have a booming start-up culture in India where the dressing sense is casual yet trendy.

ex: Your collections (design& fabrics) are truly inspired by?

What's the latest trend for corporate wear in India?

AK: There is no single element that inspires my collection. Every collection has its own inspiration. For instance, my travel helps me bring in different elements to clothes while the Ahimsa was aimed at promoting Jharkhand's Ahimsa Silk with the emphasis on the texture of the cloth. The Banjara Collection has hand-crafted embroidery in its absolute detail.

ex: How would you define your signature style?

AK: I think versatility is my biggest strength, so I don't believe there is a signature Archana Kochhar style.

ex: Are you a social networking addict? How many times in a day do you check updates?

AK: I wouldn't call myself a social networking addict. I do have all the Social networking Apps on my phone which I do check once a day. But the power of social networking amazes me every day.

ex: Any apps, which help you professionally?

AK: We use a few designing softwares but no particular app.

ex: Do you shop online for fabrics or particular embroideries or sequence?

AK: Most of our fabrics are made in-house so we don't shop for them outside.

ex: The list of gizmos you own?

AK: Iphone 6 plus, IPad, MacBook, My Sony powerbank.

ex: A Bollywood celebrity who you think could pull off anything really well?

AK: Sonam kapoor

ex: Which phone are you using and what's the best feature in it?

AK: iPhone 6. I love the SlowMotion and Time Lapse Video effect.

ex : Among your contemporaries, whom do you admire?

AK: Every designer has their own style, I believe there is something to admire in each one of them.

ex : What is your take on eco-fashion?

AK: India is waking up to this concept; I think it has a long way to go to make it big in eco-fashion. I do believe and hope that it is the future.

ex : Which software do you usually use for designing?

AK: Photoshop, Coral draw, Adobe illustrator, hand sketching and rendering.

ex : Which is that one item that defines luxury for men?

AK: Every man defines his own style. While for some it may be a watch or car while for others it might be a customized suit.

ex : Please do suggest what to wear for the following looks for men?

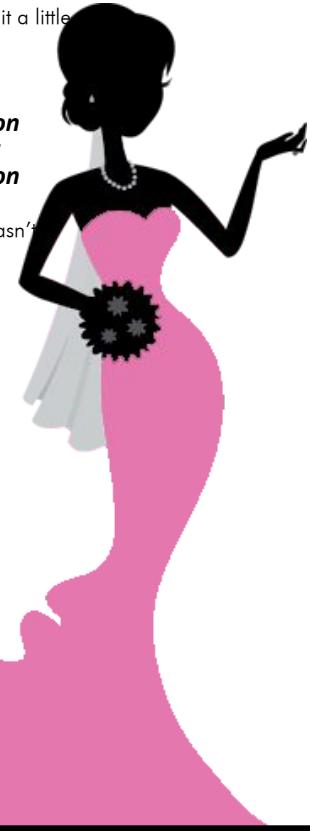
AK: A friend's engagement: A one button two-piece suit.
A date night: Depends where the date is. If it's a movie/dinner, then it is a smart pair of jeans with an elegant shirt
A day out with family: Wear what you are comfortable in.

ex : Tell us what's next on your cards? Any new collection you are working on?

AK: My Banjara collection has just been launched and the work on the next collection has already started. But you will have to wait a little more for the details.

ex : We are coming up with the Tech Fashion Week for the first time in India. Tell us your thoughts about clubbing tech and fashion on the ramp? Do you think it's a cool idea?

AK: I think it is a brilliant idea. To my knowledge, it hasn't been done before in India. With fashion being an integral part of our lives, it is high time that someone combined these two important elements.



TELLING STORIES WITH PHOTOGRAPHS

WITH
Colston Julian



"I did not choose photography, it chose me. I am a cinematographer by training. A series of events led me to switching to from cinematography to photography and now I am directing commercials." A soulful conversation with the amazingly talented photographer

COLSTON JULIAN.

PHOTO CREDIT: Ashish Chandra

ex: How did you break into fashion photography?

CJ: It was by chance, meeting Savio JON who was a young designer at the time. He asked me to shoot a look book for him, which in turn landed me up in Anaita Shroff's hands who I knew from my working days in a production house. She was the Fashion Director at Elle. My first paid assignment was a 16 page fashion story for Elle and from there it all started. I dislike labels to photography. I prefer to be called a Photographer.

ex: Five basic qualities any fashion photographer should possess?

CJ: A sense of style, Awareness of the Fashion Business, Personality/ Signature in your craft, Love for travel, Keen eye for observation.

ex: Your photography is influenced by?

CJ: Life, love, travel, people, films and the woman in my life.

ex: The preparation you do before a shoot?

CJ: Meet the key people of the team. Do a run through of the project. Share ideas, direction, scribbles and images from my phone that show the rough direction. It could be a travel image, part of some videoshot on travel or random inspirational thoughts. I like it when my team and the team collaborating are on the same page.

ex: What are something's you do to push creativity?

CJ: I walk or drive, just get out of home / office. The best ideas, thoughts come to me when I travel or in an airplane. However, I think that is simply because my phone is switched off and my mind is on its own.

ex : What do you keep in mind while taking portrait shots, especially of women?

CJ: I love making portraits. My process is really quiet and simple. I almost always make a conversation with the subject, before I shoot with them. I try and understand where their mind is at, what they like, places they have traveled to, what kind of food they like, etc. The shoot process is an extension of that conversation with a camera and me. I love to get moments, strong eyes, a natural smile, strong lines in the body language and most importantly, I always want to be able to document the personality of the subject. It's not about making a beautiful image as much as it is about making an interesting one.

ex : Tell us something about your lighting equipment and post processing?

CJ: I like to mix my light. Daylight or continuous light with strobes or playing with different color temperatures. I work with Broncolor for my strobes. For continuous light, I use LED and loads of practical light like tubes or filament based tungsten bulbs. Outdoors, I use mirrors, black net and loads of black scrims. When I am shooting commercial work, I shoot a lot more strobe based. For post production, I use Capture One for image conversion and control. I must say, I do prefer the skin being processed in Lightroom. Further post production is taken to Photoshop for complex composites and treatment.

ex : Does every image need to have a purpose?

CJ: Sometimes yes. Sometimes, I make an image because the moment or space appeals to me. I make images on instinct most of the time.

ex : Where do get your daily dose of inspiration?

CJ: Morning light and urban spaces. The woman in my life inspires me.

ex : The camera you use?

CJ: I work with different cameras on different projects. I prefer the digital back, the phase on IQ260 on the Hasselblad or Mamiya RZ platform. I have a DSLR, which I use a bit for my street work. For analogue film, I have the Linhof 4x5 field and Cambo 8x10.

ex : Which lens you use the most?

CJ: On the medium format, I enjoy working with the 80 mm and the 50mm. On the DSLR, I love the 45mm AND 35mm as well as some of the Carl Zeiss optics are beautiful.

ex : Your best shoot till date?

CJ: Hard to say, I enjoy most of my work, but I'd say I love the location work I have been doing. The fashion story shot in the Ganesh festival, my underwater work and my work with Waluscha DESousa has always been beautiful.

ex : The website or blog you often visit?

CJ: I follow Instagram a bit more than blogs but if were to pick, it would be Nowness, Newyorker, W, Natgeo, Fashiongone rouge, Dpreview and the American Cinematographer.

ex : The biggest challenge photographers face today?

CJ: I would say being true to ones self and our craft, having your own vision and having your own signature visually.

ex : When you are not shooting, you are?

CJ: Watching movies, driving and travelling.

ex : If not a photographer, you would be

CJ: Perhaps, an architect.

ex : Your dream camera?

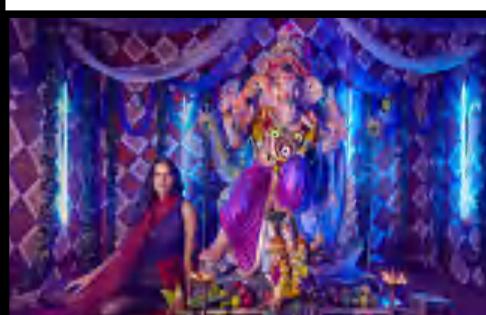
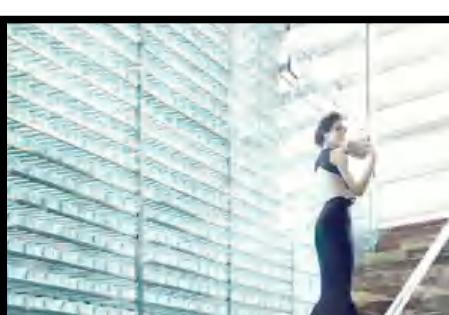
CJ: It would be a medium format with series of fast 1.2 lenses. I really don't know why they don't make ultra primes for larger formats. I miss that when I am shooting for larger formats in low light.

ex : The best tip for a budding photographer?

CJ: Stay focused. Never forget the enthusiasm you had when you first started shooting images, be childlike with your energy, be true to your craft, be an original and always remember "impossible" is only a word until you do.

ex : Who are you shooting next?

CJ: I am shooting a series of b/w portraits of a young stylist and working on a new underwater project.



NET NEUTRALITY

The What, the Why, and the How?

Unless you've been stranded on a remote island for the past year, there is no way you haven't made acquaintance with Net Neutrality. The potential word of the year contender has been the topic of many a prolonged discussion, raging argument and heated debate across the globe, giving rise to several points and counterpoints for and against the concept. But as a side-effect of the vast amount of information and opinions on the topic, several misconceptions and half-formed facts now abound in force and are very much muddying the already muddled waters. This has led to some confusion about the very concept of net neutrality in the mind of the common folk.

So what exactly is Net Neutrality, and how does it affect the common Indian users? Net Neutrality is a term coined by Columbia Law School professor Tim Wu in 2003, who defined it as "a public information network will end up being most useful if all content, sites, and platforms are treated equally". In short, it stands for an equal distribution of internet resources without any discrimination or differential charging based on user, content, site, platform, application, or mode of communication to provide a level playing field to all players big and small.

But if Net Neutrality is so fair, what has raised the hackles of the ISPs? Capital costs are at the crux of the debate. Given the growing adoption of internet across the globe, there is an increased load demand on the current spectrum which ISPs are expected to cover without a dip in the present levels of quality. This requires dedicated capacity building and restructuring of the present infrastructure, particularly the optical fibre network. However, like any other large scale undertaking, this amounts to a huge amount of capital expenditure for the ISPs, who are only willing to commit to the cause of building infrastructure if they are allowed to recoup their investment at a premium. In a developing country such as India, where consumers may not be willing to pay premium pricing for availing internet services, this could strike a very big blow to the efforts of digitising the country.

There are two ways to tackle this situation. One is to let the ISPs decide by themselves the bandwidth



allocation to different services based on the traffic density and content. This solution has faced vociferous opposition across all segments, as this would lead to arbitrary throttling of some websites to boost the speed of others and lend unfair advantages to bigger corporations who would be in a position to pay more for more bandwidth. India, in particular, would feel the brunt if this development is implemented, as it would sound the death knell for the thriving start-up and entrepreneurial culture in the country. Cash-strapped as they are, these upcoming businesses would not be able to compete with the financial clout of industry giants without a level internet playing field.

This is where the second solution, Zero Rating, could provide a viable alternative to both the ISPs and users. Instead of charging the user for the data used, the ISP charges the website or app for customer's data usage. This sponsored access to the internet will lead to greater internet adoption within the country's population and will push forward the cause of the Digital India campaign. However, there are certain sections who are opposing even this development based on half-baked facts. What they fail to take into consideration is the fact that Zero Rating can greatly augment the outreach of essential consumer-facing services such as banking, security, education, and health services etc.

regardless of the user's capacity to afford the mobile data.

All these misconceptions about Net Neutrality perhaps arise out the illusion of the existence of a 'free' and 'unregulated' internet. Internet has never been free, and consumes data charges borne by the users every single time any website, page or application is accessed through it. Moreover, unregulated internet would be a chaotic mess with haphazard service breakdowns and increased risk of compromising cyber security. Regulations do exist for the internet, but they generally revolve around streamlining the flow without interfering with the traffic. Net Neutrality, therefore, is more geared towards providing end-users with the choice and means to access their preferred content without censure from the ISPs at a fair price than it is about unregulated and free internet access.

While trying to find a viable stance on Net Neutrality, it would serve Indian policymakers, telecom operators and other internet service providers well to cast their eyes westwards – to the US and Europe in particular. The European Union has embraced the concept, quoting "no blocking or throttling of online content, applications and services" in EU-wide Internet rules which contributes to a single market and aims to reverse the current fragmen-

tation, while the US has adopted a similar concept with its Federal Communications Commission rolling out an 'Open Internet Order' in 2010 to protect internet neutrality. The FCC also recently stopped major ISPs such as Comcast and Verizon from blocking or throttling some websites in order to create fast lanes for services such as Netflix.

However, considering the fact that the dynamics of the Indian landscape are very different from those of the US and Europe, it would pay to hold off from committing too strongly to either cause. Inputs, views, and thought processes of various stakeholders must be given careful consideration before taking a customised scenario-specific approach to present the best possible solution for all parties involved. That is the only way internet would win in India.



Mr. Sanjay Krishna Goyal
CEO & Founder, ACL Mobile



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Pragmatic Urbanity

Audi A3 Cabriolet justifies as a sensibly stylish treat on any scenic road

Damage: ₹44.75 lacs

By Pratik Ghone

Specs: 4cyl, 1798cc,
turbo-petrol, 180bhp,
250Nm, 2 Door - Convertible



SCAN THIS QR CODE & WATCH
A3 IN ACTION



Our lives are full of schedules, routines and chores. The same can be said about our rides as well. When you consider buying a new car, the checklist almost always consists of safety features, practicality, cabin space and so on and so forth. But, years of following these things, there comes a time when you need a break. Again, breaks are a leisure that most of us just cannot afford to have on a regular basis. The only breaks that we are obliged to have are our weekends. So, we plan something out and head over to nearby destinations in our cocooned cars that are full of practicality, thereby taking away the fun of commuting on some of the best scenic roads. What other way to enjoy these roads than to have an equally fun driven car in your arsenal. And correct me if I'm wrong, but there is no other breed of cars that can put a wide grin on your face than a convertible! Now that said and done, when you think of a convertible the first thing that strikes our minds is how impractical these cars are! But, we drove a car that massively challenged this hard coded perception.

India is turning out to be one of the largest automobile markets

that the world has ever seen. In such a growing market, everything is possible. While most companies are targeting larger segments that scream profits, India's leading luxury car manufacturer, Audi, released the A3 Cabriolet. One glance and you can easily visualize the A3 Sedan. We love the A3 Sedan for its compact design, but the A3 Cabriolet looks a lot much cooler than its sibling. Thanks to the two door stance, the aluminum clad steep angled front windshield and the roofless design, the A3 Cabriolet gains loads of attention when driving around. And when you need a roof, a traditional fabric roof is offered that folds neatly in the back in 18 seconds flat. It is a bit slow but the fact that the car can do so while cruising under 50kmph is truly amazing! Also, a fabric roof is old school, but heck yeah it looks stunning and makes it clear to everyone watching that this is a convertible and you are someone that loves cruising in style.

Get in the Cabriolet and you will see a familiar dashboard since it is the same as the A3 Sedan. I loved the sedan's dashboard for its circular AC vents, slide up MMI navigation and top quality switches. But, the interior left me wanting for some more oomph, after all this was a convertible! That said, the seats although

comfortable and large at the front, are only manually adjustable and the seat belts are so far behind that you can easily consider it a stretching regime for your shoulders and back while pulling and locking them. The fact that there is no start stop button disappointed me even further. This is not a cheap car by any means and the fact that these features are now becoming standard on the cheapest cars in the market, left me baffled. This is a 4 seater, but the rear seats are tight and will easily accommodate kids and some really adjustable friends. The front seats are large, comfortable and quality makes you feel like you are sitting in an Audi. The rear passengers will feel a lot of wind buffering in the cabin while the car is in motion and also will feel claustrophobic when the roof is down - thanks to the black fabric roof and low light that almost creates a haunted environment even under good sunlight. On the other hand, it makes you feel like you are sitting in a sports bred car.

The A3 cabriolet is powered exclusively by the 180PS 1.8 turbocharged four-cylinder petrol engine and the seven-speed dual clutch gearbox that you also get in the sedan. Although the numbers underwhelm, the reality is more than satisfactory as the en-

gine responds quickly and it's an absolute pleasure to drive this baby. Adding to this pleasure are paddle shifters that allow you to enjoy the grunts of the exhaust notes as you drop gears while the roof rests in the rear section of the car. The A3 cabriolet was a myth buster when it came to driving it as a typical convertible. Usually cars that start as a sedan and end up without a roof in a convertible variant, lose a good amount of rigidity, but this one felt no different from its sedan counterpart when it came to handling and driving dynamics. It performed exceptionally well on the twisted roads of Alibag. In fact the roads were pathetic but not once did the cabriolet feel out of place as it handled every uneven terrain with utmost maturity and poise.

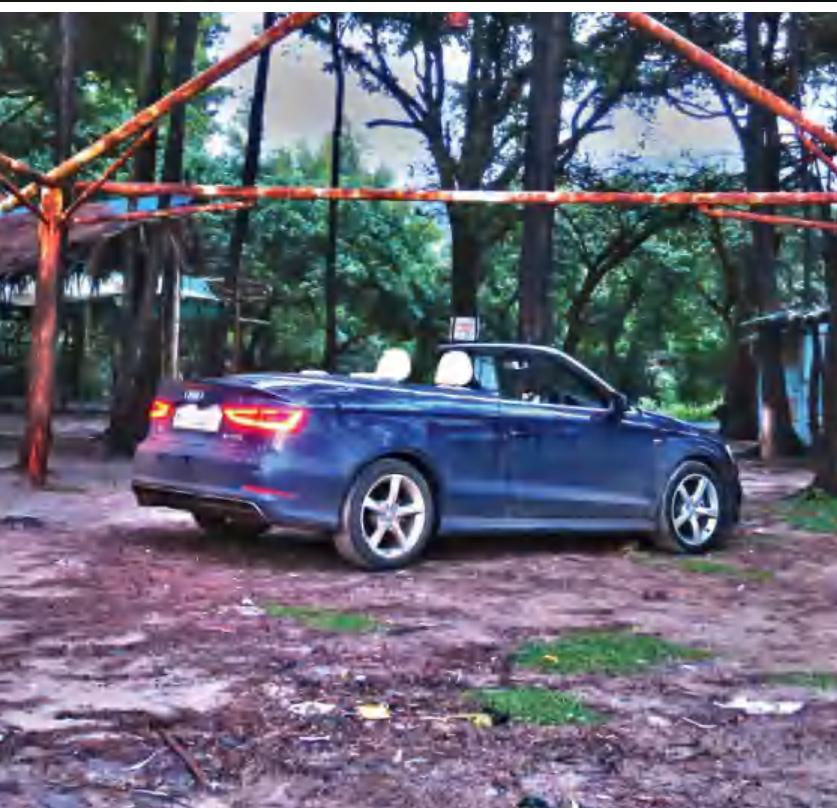
The fact that it did not bottom out even once during the entire road trip left me flabbergasted! It was the same story when cruising on flat out highways. The car handled well throughout and returned an impressive fuel economy of 15kmpl which was pretty impressive.

Although the A3 Cabriolet is one of the most affordable convertibles in Indian auto market, it is by no means cheap since it is available





as a CBU imported for Indian buyers. Some might agree that for the price one can get an A6 Matrix, but then this car is not meant to compete with everyday cars. This is a car that one buys out of sheer pleasure of driving and engulfing in the serenity of your scenic journey with a touch of style! This is your weekend break from the daily routine and hence will be your weekend car that you drive to a hill station. Not practical on weekdays, but immense value on holidays. Go ahead; get that much needed break you deserve...



CARS SOON TO HIT THE INDIAN ROADS>>

Expected Launch: November, 2015
Expected Price: ₹ 1.80 Cr - 2.20 Cr



Expected Launch: November, 2015
Expected Price: ₹ 75 - 85 L



Expected Launch: November, 2015
Expected Price: ₹ 35 - 50 L



AUDI NEW Q7

The Audi Q7, undoubtedly, is one of the most loved SUVs in India. Post the tremendous success of the first generation model since its inception in 2006, Audi now intends to replicate the same fate with the second generation Q7. For the European markets, the Audi Q7 will be powered by three engine options - 2.0 liter TFSI 252PS petrol, 3.0 liter TFSI 333PS petrol and 3.0 liter TDI diesel in two states of tune - 218PS and 272PS. The new Q7 will also be available in a hybrid variant for the first time, in which the 3.0 liter TDI diesel will be mated to a 94kW electric motor to give a combined power output of 373PS. Though the Indian market is likely to receive the diesel variants only, just like the current Q7s. The new Q7 boasts of Audi's new design language which translates in a much sharper silhouette with taut lines. The new headlamps and tail lamps now incorporate new LED DRLs reminiscent of the other new Audi models.

NISSAN GT-R

Many luxury manufacturers are foraying into the Indian car market as of late, retailing a range of super cars. Nissan will soon be once such car major as well when it will introduce the GT-R in 2015. Powered by a 3.8-litre, twin-turbocharged, V6 engine, the Nissan GT-R develops 570PS of max power and 463 Nm of peak torque. Power is sent to all four wheels through a 6-speed dual clutch transmission. The car can reach 100 km/hr from standstill in less than three seconds and can go all the way up to a top speed of 310 km/hr. When launched in the country, the Nissan GT-R will compete with the Audi R8, Porsche 911 and the likes in the supercar space. It is expected to find a lot of buyers considering the cult following world-wide.

FORD MUSTANG

The Ford Mustang is an iconic name that brings happy memories to sports car fans. Just like the Porsche 911 the Mustang is a sports car that has been around for more than 50 years. The new Mustang just like its predecessors is an affordable sportscar and much cheaper than its European rivals. The Mustang range contains more efficient V6's but it is not a Mustang if it does not have a massive 5 litre 420 bhp V8. The gorgeous looks with typical American muscle car appeal will have many takers plus the Mustang name itself is well known among enthusiasts in India. Powering this car is a new 310Bhp 2.3-litre EcoBoost engine (turbo charged). All of that in an affordable package - We need this Ford!

FERRARI'S TOUR DE FO

When it came to page allotment for this month's issue, it was either the Bentley Bentayga or the Ferrari F12tdf which was going to grace this space. The prancing horse won the duel in no time and made it to the pages of this copy. Yes, the Bentayga is a smart-looking ultra-luxury SUV for a carmaker who we never expected to turn to the business of making and selling off-roaders. And it went on to be a much better-looking package than the concept which was showcased a few years ago. Having said all that, the F12tdf won the space, because back here at Exhibit we tend to have a soft spot for the car... or the car on which it is based – the Ferrari F12berlinetta.

We aren't sure as to how to call the base car. Is it the F12 or the F12berlinetta or the F12 Berlinetta. The internet has made a mess out of nomenclatures with spaces where you don't need them and ab-

sence of spaces where they are needed. Officially, it's the odd-looking nomenclature - F12berlinetta. We'll stick to that as well.

So what's so special about it? It is among the best-looking cars to have ever come out of the Ferrari stables to begin with. It is magnificent to look at. Then comes the numbers and specifications which will drive many of us insane with sheer joy and awe. Powered by a massive 6.3 litre V12 engine that produces 730bhp of power, the Berlinetta is the most powerful road car Ferrari has ever made, until the LaFerrari came along. A 7-speed dual-clutch automated semi-automatic gearbox with paddle shifters makes life easier and fun for the driver who steps in for a thrill ride of his or her life (come on... we aren't sexist). It can go from 0 to 100kph in 3.1 seconds and clock a top speed of 365kph. No wonder it was voted Supercar of the Year 2012 by Top Gear. Now that's the profile

of the base car on which our star of the moment is based on. Quite an impressive score card. Isn't it? So one day, the boffins at Ferrari met up in one of their shiny and glossy conference rooms and decided... "Why don't we make the already awesome Berlinetta more awesome?" Well... that wasn't the topic. They just met up and talked about how to pay homage to their historic success at Tour de France. Not the bicycle race. There used to be an endurance motorsport race that Ferrari ruled in the 1955 250 GT Berlinetta and went on with the winning streak till 1964. It's time for a Special Edition to commemorate that achievement. And they called it the F12tdf... before dispersing for lunch. We aren't exactly fans of the lowercase "tdf" which has been added to the tail section of the F12's name. It stands for Tour de France. They could have kept it uppercase. We are just too mean, aren't we? Nitpicking on a car for the sake of it.



If you love the Ferrari F12berlinetta, then prepare for a multiple orgasm now. The Ferrari F12TDF is just that good at... everything!

Sanjoy Alexander

FORCE

And it isn't a paint-and-stickers job with a fancy price tag slapped on top. This one is more of a proper, thorough level-up to a whole new plane. It looks wilder than the standard car. A full-blown aero-kit treatment with a carbon fiber "Aerobridge" that redirects air to increase downforce is the one which makes it stand out from the standard F12. Then there are the front splitters, revised air dam, rear diffuser, vents, racing canards on the sides, side skirts – it looks absolutely mental when all these join forces. Adding to the drama are black stripes, vents and gills which have been inserted into the right places. Five-twin spoke alloys wrapped up with wide tyres complete the show in style.

In the engine bay, things get really exciting. No, there isn't space there for your mistress. But there is one gem of an award-winning powerplant with an increased power output residing in there. Ferrari has managed to draw out a total of 769 horses

from the unit, which is a significant boost from the 730bhp output of the ordinary F12. (It doesn't sound right, to call the standard F12 "ordinary".) Torque has been bumped up from 690Nm to 705Nm as well.

Choosing to use carbon fiber on the doors and aluminum on the floor has also made the car lighter. Weight-loss is always good for super cars and the F12tdf gains a lot in performance from the tummy-tucking. The F12tdf blasts off to 100kph from standstill in 2.9 seconds which is quicker than the F12. There is no official word on the top speed though we hear the number 340kph, which is surprisingly slower than the standard F12. But this bad boy did lap the Fiorano test track in 1 min 21 seconds. That's 2 seconds faster than the donor car and 1 second slower than the all-conquering LaFerrari.

Interiors see an absence of leather and an abundance of Alcantara. This is road legal track car and Alcantara treatment is the easiest way to make the occupants feel that differentiation. So you get a lot of aluminum, carbon-fiber, high quality plastics and the works. Leather? Well, you can have a dose of it on the steering wheel and that's it. Nice touch there, Ferrari. Literally. The end result is an interior which successfully conveys the track-oriented image that the F12tdf intends to sell to its buyers and that too in perfect balance. Neither too spartan nor too luxurious.

Would you like to have one? Run. Run as fast as you can as there will only be 799 examples of these to be made available. A standard F12 retails for around \$330,000 which means that the F12tdf is going to cost a lot more than that.





FORGET DRIVERLESS CARS, THIS IS THE ULTIMATE SOLUTION ON ROADS!

t

he growing concerns over traffic, rising pollution levels as well as increasing health awareness amongst people has resulted in a growing demand for personal mobility devices in India. Hence, Gocycle one of the coolest electric bike currently available on the market, is now coming to Indian customers, as well.

Taking the electric mobility story of India forward, Bird Mobility, in association with Karbon Kinetics, launched Gocycle, an automotive designed, lightweight electric bicycle on 27th October 2015, Tuesday.

With the launch of Gocycle, Bird Mobility, which is a distributor for personal mobility devices, has got into the small electric vehicle segment as well. The other devices which are present in Bird Mobility's portfolio include Bird Board, Ninebot Series, Segway and Rocket skates. The price range of these products starts from ₹49,999 for the Bird Board, and goes up to ₹599,900 for the Segway. Bird Mobility, the company that sells Segway devices in India is now extending its reach to become exclusive distributors of the Gocycle, Ninebot products, Bird Board Drifter scooter, Acton's M scooter, Rocket skate and Blink.

Gocycle is a lightweight electric bicycle which will be available throughout India via a network of authorised resellers and dealers appointed by Bird Mobility. The Gocycle is priced around ₹3.5 lakhs for the base model, and Bird Mobility will provide full warranties and after sales services.

Gocycle comes with a front-hub motor which separates the powered drive from the pedal drive. The electric motor powers the front wheel and pedals power the rear. The bike also comes with a predictive electronic gear shift which is very

helpful while waiting for the green light. Its micro motor is said to have twice the power-to-weight ratio when compared to conventional e-bikes.

This e-bike has an automotive inspired adjustable driving position. Furthermore, the Vgonomic-designed seat-post and frame geometry along with the height and reach adjustable handlebars ensure a superior level of comfort. The front hub motor and battery contained within the chassis balances the weight, thus making it easy to handle.

It weighs only 16kg, is stowable and you can easily assemble and disassemble it. Furthermore, being a true tech toy, it comes with a simple dash where you can view the battery level, driving mode, speed and gear position.

The price range the range would depend on the effort put in paddling. The harder the rider paddles, lower is the power consumption from the battery which increases the range of the bicycle. The range could differ from 30 to 60 km, depending on various factors like rider input, topography of the route. Gocycle comes with a mobile app that can change the settings of the cycle to make it conform to the EV regulations which are present in various countries.

Gocycle will take about 5.5 hours to charge once it is completely discharged. Bird Mobility will import all the parts from UK and assemble the product here at Bird Mobility's plant in Gurgaon. The company will provide the service support through its network across India.

So, when are you saying goodbye to traffic and pollution issues in India and going green with cycling?

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batteries to ensure you get what is

right for you. Why compromise? Remember your UPS is only as good as its battery.



•All batteries shown are cadmium free

HOW BIG IS WALMART

By Pratik Ghone



The 'How Big' Series has turned out to be rather interesting for me as a researcher. Most of these companies have been measured earlier but each year their measurements change and hence staying updated is what we as techy are used to. So far, we measured the enormity of Apple, Google, Facebook, to some extend even Microsoft and we saw

how colossal Samsung was! Recently, a retail business head admitted to reading these articles on a regular basis. As a writer, the fact that someone really appreciates your research is a huge admiration. But, that struck me an idea to go beyond the world of tech and checkout the market place where we usually dwell for our daily supplies – Retail stores. We have seen

the mighty tech giants till date and more will follow, but today prepare to meet one of largest company on planet earth today – Walmart.

You've heard of it, right? Well, for people who only know the name, Walmart is a multinational retail store that has more than 2.3million employees which when put in perspective

is almost as much as the population of Goa including the tourist that visit each day. Yup, you guessed it right, imagine an entire city that works for a company. That's not all; residential rents in US are based on the proximity of a Walmart store. Let's take a look at how did it all start, some of the most interesting facts and just how freaking big is Walmart!



HOW WAS WALMART BORN?

Walmart is the brain child of one man – Sam Walton. Born in 1918, Sam was a small town boy who grew up on a farm in Oklahoma. Later on, during the great depression, Sam's family moved to Missouri.

It was here, where he began to shine as a teenager. During college he was noted to be a very versatile player. He was one of the rare people who knew all the janitors by their first name. Later on, Sam carried the same values of respecting everyone, no matter what they looked like or who they were, into Walmart.

He visualized each employee as a part of a larger family and that growth of an individual working at Walmart would truly be growth of the society. He motivated the

team to become leaders in their community and not followers. In 1942, he served in World War II as a Security Supervisor and rose to the rank of Captain.

After the war in 1945, at the age of 26, Sam ran a chain of variety stores and was extremely successful. By 1962, he opened the first store under the Walmart name in Arkansas. This store strongly carried Sam's belief in small town values and strong sense of community. It was not a smooth sail. Fun Fact about the first day of the store opening was when Sam piled Watermelons outside the store and had hired donkeys for kid rides. The

temperature that particular day was too high, resulting in the watermelons cracking and eventually donkeys did what donkeys do, thereby creating a mess that lead to people questioning Walmart's credentials. But, that day also showcased the mindset of Sam and his team, who handled the mess and improved each passing day, a trait that was new among customers.

The 1970's was the decade of growth for walmart and by 1979, they had reached their first billion dollar year. Walmart's vision was to provide the lowest retail prices especially in rural areas. In 1980's

Walmart started to grow and never looked back. They took over several other discount stores and franchisors. As an indication of its size, by 1987 Walmart had built the largest satellite communication network in United States. Despite his old age, Sam made his mission to visit as many Walmart stores as he could. Sadly, Sam passed in 1992 and towards the end of the twentieth century Walmart had completely lost that small town feel and had drifted its focus to benefit more effective business practices. As a result they became the absolute giants we know of today.



HOW BIG IS WALMART TODAY?

Walmart bought in \$485.65 Billion as revenue in the year 2014

Today Walmart is ridiculously large, much bigger than Sam Walton could have ever imagined! Here are some facts to put things into perspective:



At Walmart, Americans spend \$36 Million every hour, every day.

Walmart makes more revenue than Apple, Amazon, Coca Cola, Target, Macy's and Walt Disney combined!

In the year 2000, Walmart was sued a total of 4851 times or about once every two hours.

Walmart's revenue is \$20 Billion more than Austria's GDP

4 of the 10 richest Americans are Walton family members. They are worth over \$30 Billion each, according to Bloomberg billionaire's index.

The average family of four, spends about \$4000 a year at Walmart

Walmart makes a \$180 Billion more than Samsung in revenue

If you add up all the store space of all their stores, it would stretch over 900 million square feet. That's 150% bigger than Manhattan.

Walmart's parking size alone take up the space of Tampa, Florida

Every week, Walmart experiences more than 205 Million customers at more than 11,450 stores in 28 countries under 65 different banners.

Walmart topped Exxon Mobile in the Fortune 500 for two consecutive years.

Walmart makes \$21,000 as profits every minute. That's a profit margin of 6% on an average.

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Every week, Walmart experiences more than 205 Million customers at more than 11,450 stores in 28 countries under 65 different banners.

One in every four dollars spent on groceries in America is in Walmart

If Walmart was a country, it would be the 26th largest economy in the world

INTERESTING FACTS ABOUT WALMART AND ITS ENORMITY:

If Walmart were an army, it would have the second largest military in the world, behind China.

Carl Douglas "Doug" McMillon is the President and Chief Executive Officer of Walmart Stores, Inc. His hourly salary more than any Walmart employee's annual salary.

Most sold item in Walmart are Bananas

China's exports to Walmart accounted for 11 percent of the growth of the total U.S. trade deficit with China between 2001 and 2006.

90 percent of all Americans live within 15 miles of a Walmart.

The Walton family has given away about 2 percent of its net worth to charity — Bill Gates is giving away 48 percent of his net worth and Warren Buffet 78 percent of his net worth.

An additional Walmart Supercenter per 100,000 residents increases average BMI (body mass index) by 0.25 units and the obesity rate by 2.4 percent.

The most frequent destination typed into GPS device Telenav is Walmart.

Roughly 4,700 (about 90 percent) of international stores operate under a banner other than Walmart, including Walmex in Mexico, Asda in the UK, Seiyu in Japan, and Best Price in India.

Walmart averages a profit of \$1.8 Million per hour

37 Million people shop at Walmart in United States, every day; that's more than the population of Canada

The average Walmart Supercenter sells 140,000 items

The Walton family is worth \$152 billion, about as much as Bill Gates, Warren Buffett, and Michael Bloomberg combined.

Walmart receives 25 applications for every open job.

Between 1962 (when Walmart opened) and 2002, the number of single-store retailers, or mom-and-pop shops, declined 55% in the US.

Walmart accounts for 25% of Clorox's total sales.

Walmart is by far The World's Largest Private Employer.

Walmart is making an effort to bring manufacturing back to the US with the "Buy America" campaign.

Walmart is among the most charitable companies in the United States.

The Walmart stock held by the Walton heirs "is worth enough to fill a large backyard swimming pool with solid gold," Bloomberg News reported in September.

Walmart says it and the Walmart Foundation donated \$1.3 billion in cash and in-kind contributions around the world last year, which makes it one of the most charitable companies in absolute terms. (But the Waltons have come under fire for donating less than 0.1% of their net worth to the Walton Family Foundation, and for exploiting various legal loopholes to avoid the estate tax.)

A blog exists just to track shootings at Walmart, which is one of the biggest U.S. gun retailers. According to the author, there were 81 occurrences last year, and 54 in 2012.

Walmart hosted 14,000 employees and shareholders at its annual shareholder meeting last year. It always features performances by A-list celebrities. Past guests include Tom Cruise, Taylor Swift, Justin Timberlake, Ben Stiller, Aerosmith and Miley Cyrus.

Walmart is the biggest U.S. grocer. Groceries account for 56% of its \$279 billion in U.S. sales.

Walmart says it drew almost 140 million shoppers a week to its U.S. stores last year. That's equivalent to about 44% of the American population.

Assuming Walmart stores operated 24 hours a day year-round, that would be \$54.3 million in revenue per hour, or 6.2 million 10-packs of Wal-Mart's Fruit of the Loom men's socks an hour.

As of 2014, six of the Waltons held more wealth than the bottom 40% of Americans.

Walmart says it drew over 140 million shoppers a week to its U.S. stores last year. That's equivalent to over 44% of the American population.

Hopefully you might start to see the real size of Walmart. It is much bigger than what most think it would be. Walmart is about to start in India and we hope it changes the world for us too. Measuring a giant is always a surprise and what a surprise Walmart has turned out to be. One thing that has been common in the entire series of 'How Big' is the determination and perseverance of a single soul that made a sizable real difference in the world that we live in, today. Taking over competition and leading it, is what most other companies do and for newer companies, this is a great example of how things can be done. You might never know when the next giant is growing in our friendly neighbourhood.



WOOHOO (QWIKCILVER)

The festives are on...and we could no longer stop talking about gifts and gifting ideas. Like most of us who are busy zeroing on what gifts to buy for their loved ones, there's one startup which has decided to share the gifting plans with us.

Qwiksilver – a startup which started in 2009 and is today has entered B2C foray through their consumer facing brand WOOHOO.

► QWIKCILVER - THE STARTUP STORY

Qwiksilver is a technology company pioneering end-to-end gift card and stored-value-card solutions for retail customers which started in 2009. With its flexible SaaS platform and in house capabilities, Qwiksilver manages the entire gift card programme of retailers including design, storage, transactions pertaining to it.

Qwiksilver adds immense value to the marketing campaign of the retailers and hence, has tie-ups with big names of the industries including Arvind retail, Madura Garments, Flipkart, Cleartrip, Amazon to name a few. Recently, Qwiksilver entered B2C foray through their consumer facing brand Woohoo.

Founded by Kumar Sudarsan and Pratap T.P, Qwiksilver is well poised to enable the customers derive the maximum benefit out of the card programs. Gift cards are a 3000 crore industry in India with Qwiksilver having captured 90% of it.

► WOOHOO - ONE-OF-ITS-KIND INNOVATION IN RETAIL

Qwiksilver has entered the B2C segment through Woohoo and driving consumer adoption with the e-commerce platform Woohoo.in and Woohoo App. Woohoo.in, a gift card superstore is a one stop destination for consumers for personal and occasion based gifting and allows them to choose from a wide array of gift card brands and send and receive gifts across more than 400 cities with the choice of more than 150+ trusted brands - be it offline or online.

Woohoo app is another innovation

by Qwiksilver wherein consumers can use Woohoo as the single Mobile App for gifting their loved ones, buying in retail, having a meal in a restaurant or buying a ticket online. Woohoo gift card is an offering that allows the consumer to access products and services from all the leading retail stores and e-commerce portals in India. Woohoo gift cards are easily available at a nearby retail store or consumers can purchase it online.

You can either send a Woohoo E-gift card through Woohoo.in or Woohoo

mobile app e-gift cards. One can personalise the Woohoo mobile app E-gift cards by selecting a design theme or taking a selfie or selecting a photograph from their phone gallery and even adding an audio message and a greeting message.

The E-gift cards are available at Woohoo.in and the Woohoo mobile app E-gift cards can be sent through the Woohoo app. This is a truly novel rendition launched for this festive season by "Woohoo" brand.

► THE UNIQUENESS OF WOOHOO

Woohoo.in is unique for its Instant delivery of Digital Gift Cards of leading brands in more than 250 towns & cities. The brand has grown as a one-stop destination for consumers for personal and occasion based gifting, and provides options to choose from a wide array of gift card designs and brands. The newly launched platform is mobile responsive, and enables consumers to transact from any mobile device, and gift on-the-go.

Through Woohoo.in, customers can send and receive gifts across more than 400 cities with the choice of 150+ trusted brands - be it offline or online, while also enabling the gift recipients to have the freedom to choose their own product and brand seamlessly. The platform gives consumers choices of gifting options not only in terms of brands but also allow them to choose from 20+ categories including travel, dining, apparel, jewellery, home needs and so on. One can even gift experiences such as an entertaining day at cinema, exquisite

fine dining, a relaxing spa or fun filled travel escapades.

Woohoo.in has partnered with leading retail chains and brands including Shoppers Stop, Lifestyle, Tata - Trent, Titan, Madura garments, Croma, Cafe Coffee Day, Pizza Hut, Makemytrip, Cleartrip, Thomas Cook, Flipkart, Amazon, Mynta, PVR Cinemas and many more. Woohoo.in is looking at adding 1000+ new brands across categories in the next one year.

Woohoo.in provides consumers quick access to gift cards of reputable brands, both plastic and e-cards. The extensive personalization feature allows consumers to customize their gifts for various personal occasions ranging from Birthdays, Anniversaries; and festival occasions like Diwali, Raksha Bandhan and many more, making the whole process of selecting and buying a gift much simpler. The gift cards can be redeemed at the online and offline stores and also used to shop at thousands of new places using the Woohoo mobile app.

The launch of Woohoo Gifting App, is India's First truly integrated Mobile to Mobile Gifting App which aggregates multiple gifting & spending options for consumers to transact at retail outlets & portals of more than 100+ brands. Woohoo app provides a unique platform to consumers to drive Instant Gifting in a truly innovative manner. Most importantly, consumers can engage with Woohoo as the single App for their Gifting needs, be it for retail shopping, having a dining experience in a restaurant, watching movies, travelling to exotic locations, or a luxurious indulgence.

Woohoo has partnered with trusted and leading brands enabling access to 10,000+ stores and portals' including India's leading retail chains, entertainment platforms, travel partners and leading currency providers. Some of the partners include leading retail chains and brands like Shoppers Stop, Lifestyle, Tata - Trent, Titan, Fastrack, Van Heusen, Allen Solly, Levi, Cleartrip, Amazon, Flipkart, Mynta among many others.

THE FOUNDERS AND THE TEAM



Kumar Sudarshan, Founder and CEO, Qwiksilver

Kumar has about 22 years of IT- industry experience spanning various aspects of technology, project, product, general management and customer- relationship management. Kumar holds a Master's Degree in Mathematics and a Bachelor's Degree in Computer Science from Birla Institute of Technology & Science from Birla Institute of Technology & Science (BITS), Pilani, India.

Pratap TP- Co-Founder and Chief Marketing Officer

Pratap has over 22 years of experience in Strategic Marketing, Product Launch Initiatives, Media Campaign management and Public Relations. He has a passion for new media propositions and innovative ways of reaching out to consumers. Pratap has a Bachelor degree in Electronics& Electrical Engineering from BITS Pilani and an MBA from IIM Calcutta

Shankar Balan-President-Core Business

Shankar is a seasoned professional with over 23 years of experience across leading brands in the Hospitality and Retail business. He has come on board as a "key stake-holder with Qwiksilver to drive strategic alliances, merchant/brand partner acquisitions and help us build and cement business relationships in the customer facing, consumer-led business space

Mahesh Bhalla-President-Corporate Sales & Distribution

An alumnus of Institute of Management Technology (Ghaziabad), Bhalla was earlier executive director and general manager at Dell India's consumer & SMB division. Previously, he was assistant general manager at Samsung Electronics. Earlier, Bhalla worked as sales and marketing manager at the Arvind Mills

Sanjay Tambwekar-Chief Technology Officer

An IIT Bombay alumnus Tambwekar has previously worked with multiple MNC's including giants like NetApp (Director of Networked engineering), Sasken Communications (Director of Engineering) and VeriFone to name some. His experience includes dealing with systems software, storage and telecommunication among others spread across multiple functions of engineering, management, sales and marketing.

of the Woohoo brand with its "Aaj Kisko Happy Karein" theme has struck a relevant chord with consumers. This has reinforced the Woohoo brand on the Gifting positioning plank with users.

The brand would reinforce and extend its presence in the Gifting domain with novel solutions that address the gifting theme innovatively. This would provide audiences across demographic and psychographic segments with the required solutions to address their gifting needs for multiple occasions.

ex: While our generation fully trusts online shopping and gift cards, there are still people who are yet to trust the same. What message do you want to convey to convince?

PR: The uniqueness of the Indian consumer needs to be appreciated by brands. Indian consumers would not make changes for the sake of change. Brands need to be seen as relevant to their needs – than seen as a fad. Gifting is a significant domain in the Indian milieu, across social & economic strata. Brands that strike this chord with the consumer would make the cut. Woohoo does make its proposition appeal to the unique occasions and address the societal desire of consumers to be seen as spreading joy & happiness. The brand makes it relevant by being available and accessible where the user wants it – across more than 400+ towns & cities of India.

ex: The world is all about online shopping today and with Woohoo, you seem to have hit the right cord. What is the present market trend of gift cards in India?

PR: Qwiksilver has addressed the USD 30 billion Annual Gifting Industry in India with its Gift Card Technology product Suite. Digital Gift cards are the fastest growing mode of Gifting with Qwiksilver having captured 90% of it. The Indian gift card industry size of USD 1 billion annualised is slated to grow faster than the retail growth over the next 4 years. Qwiksilver being the market leader aims at grabbing bigger piece of the Indian gifting market.

ex: Who are the target customers of Woohoo? What is the typical purchasing pattern of the group?

PR: The Woohoo brand has a universal appeal across demographic and psychographic segments. The core TG for communication would be the early adopters- Male& female in the SEC A1/A2/B 18-35 age group in the Top 10 cities of India.

ex: Where can we buy a Woohoo card? Is it only app based or does it have a retail presence too?

PR: The Woohoo Gifting proposition is available to consumers across multiple form factors and access points. The Woohoo Mobile App, Woohoo.in Gift Card Superstore, Woohoo Gift Card Kiosks across retail stores like leading Electronics Chains, Libraries. Supermarkets, residential complexes, college festivals and online marketplaces.

The launch of Woohoo Gifting App, is India's First truly integrated Mobile to Mobile Gifting App which aggregates multiple gifting & spending options for consumers to transact at retail outlets& portals of more than 100+ brands. One can also buy Woohoo gift cards in a store nearby through our 'Woohoo Retail Kiosks'. This distinctive feature not only allows brands to engage with their customers outside their own retail store but also gives the customer, the convenience to buy any gift cards from a store near them.

ex: Woohoo gift card can be used in what all sections? How is it different from other gift cards?

PR: Woohoo.in, a Gift Card Superstore is unique for its Instant delivery of Digital Gift Cards of leading brands in more than 250 towns & cities. The newly launched platform is mobile responsive, and enables consumers to transact from any mobile device, and gift on-the-go. Through Woohoo.in, customers can send and receive gifts across more than 400 cities with the choice of 150+ trusted brands - be it offline or online, while also enabling the gift recipients to have the freedom to choose their own product and brand seamlessly. The platform gives consumers choices of gifting options not only in terms of brands but also allow them to choose from 20+categories including travel, dining, apparel, jewellery, home needs and so on. One can even gift experiences such as an entertaining day at cinema, exquisite fine dining, a relaxing spa or fun filled travel escapades. Woohoo.in has partnered with leading retail chains and brands including Shoppers Stop, Lifestyle, Tata - Trent, Titan, Madura garments, Croma, Cafe Coffee Day, Pizza Hut, Makemytrip, Cleartrip, Thomas Cook, Flipkart, Amazon, Myntra, PVR Cinemas and many more. Woohoo.in is looking at adding 1000+ new brands across categories in the next one year.

ex: Woohoo app is compatible on what platforms? Can we access it via PCs too?

PR: Woohoo is available for desktop and mobile access. The Google Playstore does drive significant adoption for the Android users. However, the traction is also clocked among desktop users for the Woohoo proposition.

ex: How do you visualize the future of Woohoo? What changes do you notice in today's customers since Woohoo started off?

PR: Consumers have adopted the Woohoo product proposition for addressing an important need gap in their gifting needs. Additionally, the emotional connect

WHY STARTUPS FAIL?

Abhi Kanel



*g*ave an idea to start up a new business? Consider giving it a serious time for contemplation. Only 10% of start-ups are able to find a way out to success from the remaining 90%. The 1:9 ratio is neither a joke nor a rumor, but a grave fact. So, if you are somehow hardwired and hardbound to startup a new business, the chances are you would probably fail? Would you like to know why? Now, before you answer that, ask yourself an honest question - Are you searching for an idea or searching for a solution of a problem? If you are searching for an idea, stop kidding with yourself right away - or else it will lead and doom you to a 'road to nowhere'. If you are looking for a solution to a market issue - I would probably say that you are on the right track. But, this ride to finding success with a startup is almost as impossible as finding fish in a dead sea.



folks...stop searching for a business idea and instead search for a problem fix! The startup failure post mortem have now become so ordinary, general and common - of course due to 9 out of every 10 startups failing, that it's practically become a Silicon Valley cliché. Hence, with all the experience of shutting down of new businesses, it is quite customary for startup company founders and owners to jot down the insights for rest of the community to avoid making the same blunders - that eventually rob the businesses out of its existence.

The idyllic stereotypes of startups might look truly thrilling, amusing and full of stardom from the outside as they build new markets, deconstruct the old ones, gather ridiculous amount of investments from venture capitalists, design the best office interiors, and put up crazy launch parties, but the ruthless and harsher reality is all hidden from the light of the day. The more extravagant these parties and offices look, the more money gets tossed away - completely lowering down the chances of meeting success - in addition to that, violating the trust of venture capitalists and investors.

Idolizing such successful startups and getting way too much under its impression and influence might be one among many reasons why it deludes and keeps away several startup owners from the inevitable truth of what factors and reality bites come into play while trying to start up a new business. Think it through for a while, and you might notice that the root psychological cause behind it (as every thought comes from the cognitive) is an astounding amount of impatience, intolerance and ignorance that these success-fanatic startup owners have, which leads them on an endless journey of trial and error before they either find a foothold to stand a bit recognized and respected or fall face flat on the ground.

Lack in understanding market needs, cash and investment draught, lack of an expert team of members, overestimation of competition, poor product quality and lack on marketing research-development, are one of the most important factors to take into account while establishing and running new businesses. Costing is one more issue besides loosing focus and disharmony with investors. Overlooking these checklists might disrupt the entire process of the business - bringing the newbie firms and companies back to square one. As a curious bystander and, or startup owners you must be really anxious to know about how these blunders are made by these new startups.



Can you imagine running a business without proper funds and cash flow? I am sure not. Money is the most important factor to take into account while considering commencing a startup business. "Cash is the king after all". It is the main fuel that helps run the establishment. Lack in funds mean lack in infrastructures, resources, man-power, logistics and equipments. And, sadly we need all of it in one place to effectively run the business procedure - without which the startup firms or companies are going to face nothing but major losses.

Why do we fail, in general? Because we fail at accomplishing some task. And, why do we fail in particular? Because of lack of a proper plan and research needed to perform tasks. And, why do we not plan or research? Probably, due to lack of interest or awareness or competitiveness and, or lack of passion - there could be more reasons than that. One thing is clear from the above though, that there are certain factors that are required to be kept into serious consideration, or else, the startup would be damn difficult to maintain and run - and it would eventually fail.

Well, I will be mentioning several reasons in regards to this inevitable fiasco that several startups might have not been able to escape from, however, I would be focusing and shedding more light on the crucial reasons of failure - due to which an insane number of startups are failing to even survive in the market space, let alone win the race.



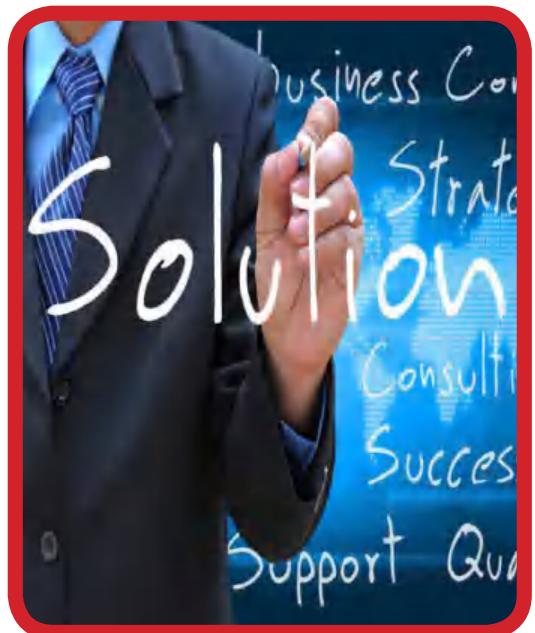
1. Not finding the solution for the problem. Not understanding the market need

"Find a way out to feed those who are hungry"

Many startup business owners misread the market as they overestimate its size and scale as well as delay market entry due to lack of understanding market needs, hence, failing to find a solution for a problem. In 42% of the cases, this is the key reason behind their grieving failure. One Patient wrote, "I realized, essentially, that we had no customers because no one was really interested in the model we were pitching. Doctors want more patients, not an efficient office."

This same concept was widely applied by Treehouse Logic in their post-mortem, writing, "Startups fail when they are not solving a market problem. We were not solving a large enough problem that we could universally serve with a scalable solution. We had great technology, great data on shopping behavior, great reputation as a though leader, great expertise, great advisors, etc, but what we didn't have was technology or business model that solved a pain point in a scalable way."

Releasing products too early also results in negative impression of the brand on the users mind, and in case if the product is not good, makes owners loose the opportunity in the market. One must know where and when to place such products. One of the Calxeda employee mentioned that, "In [Calxeda's] case, we moved faster than our customers could move. We moved with tech that wasn't really ready for them – ie, with 32-bit when they wanted 64-bit. We moved when the operating-system environment was still being fleshed out - [Ubuntu Linux maker] Canonical is all right, but where is Red Hat? We were too early."



2. Lack Of Cash and Investment

"If you don't have enough fuel in your car, you cannot run the entire course"



Most of the owners who start a business don't pre-plan the funding required to establish infrastructures like plants and equipments, and cash required to carry day to day activities and operations. A 'car analogy' might help explain this point. Imagine saying to a rally racer: "We have a new sports car for you to test, it is only lacking functioning brakes, besides that, it is all good to go." Most of the unsuccessful business owners have no business plan at hand and hence they cannot foresee the capital requirements that come in the future. And, that is why it is one of the key reasons for startup failures. Having lesser capital to commence business is not enough. Startups lacking cash flow and reserve due to over expenditure makes up for a whopping 29%. "In fact what eventually killed Flud was that the company wasn't able to raise this additional funding. Despite multiple approaches and incarnations in pursuit of the ever elusive product-market fit (and monetization), Flud eventually ran out of money — and a runway." This issue has given rise to a series of financial crunches to startup founders.

3. Lack Of Passionate and Experienced Team

"Everyone matters in a team, and so does expertise"



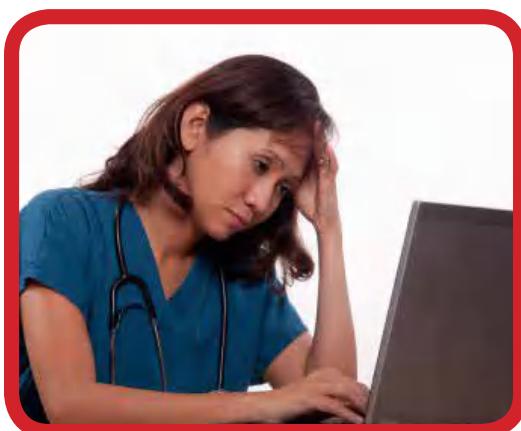
Success of a startup or any company or firm depends on the diversity in expertise among the team members. Team effort is very much considered as a crucial factor responsible for the successful and timely completion of office tasks. It is a must to have passionate people in the managing team plus people who have credible skillful expertise to solve specific tasks. Failure post-mortems often lamented that "I wish we had a CTO from the start, or wished that the startup had "a founder that loved the business aspect of things". Standout Jobs also wrote in their post-mortem saying, "...The founding team couldn't build an MVP on its own. That was a mistake. If the 8 founding team can't put out product on its own (or with a small amount of external

help from freelancers) they shouldn't be founding a startup. We could have brought on additional co-founders, who would have been compensated primarily with equity versus cash, but we didn't." There have been cases where the founding teams have wished to have more checks and balances. As Nouncers founder wrote, "This brings me back to the underlying problem I didn't have a partner to balance me out and provide sanity checks for business and technology decisions made." Lack of passionate and experienced team accounted for 9% as a key reason behind startup failures. NewsTilt, in their postmortem, stated: "I think it's fair to say we didn't really care about journalism. We started by building a commenting product which

came from my desire for the perfect commenting system for my blog. This turned into designing the best damn commenting system ever, which led to figuring out an ideal customer: newspapers. While there, we figured they were never going to buy, and we figured out a product that people were dying to use if it existed. 5 But we didn't really care about journalism, and weren't even avid news readers. If the first thing we did every day was go to news.bbc.co.uk, we should have been making this product. But even when we had NewsTilt, it wasn't my go-to place to be entertained, that was still Hacker News and Reddit. And how could we build a product that we were only interested in from a business perspective."

5. User Un-Friendly Product

"Once a friend always a friend"



What is a user friendly product? The one that satisfies the needs and wants of the consumers. User experience is the most important factor to consider in the entire process of making the product. Startups often fail to create a product that has been put a lot of thought to. Startups should without any fail perform RnD and survey as well as accept consumer feedback to gain more clarity on the likes and dislikes of the customers. User-friendly products have always had an upper hand in the market and have really helped create better brand awareness and likeliness.

GameLayers mentioned on their product UI stating, "Ultimately I believe PMOG lacked too much core game compulsion to drive enthusiastic mass adoption. The concept of "leave a trail of playful web annotations" was too abstruse for the bulk of folks to take up. Looking back I believe we needed to clear the decks, swallow our pride, and make something that was easier to have fun with, within the first few moments of interaction."



6. Weak Marketing

"Know your place in the market"

Startups that did not seek interest in promoting the product and did not convert them into leads, amounted up to 14%. Marketing research is not every companies strong suit, however, marketing is really important to place your product and your brand identity out in the market. Promotion, advertisement and social media marketing are a must checklist. Without marketing, the product and company will fail itself. The startup owners should definitely not neglect that. Startups or companies with strong marketing has always been proved to be more beneficial.

Overto also wrote, "Thin line between life and death of internet service is a number of users. For the initial period of time the numbers were growing systematically. Then we hit the ceiling of what we could achieve effortlessly. It was a time to do some marketing. Unfortunately no one of us was skilled in that area. Even worse, no one had enough time to fill the gap."

7. Negligence Regarding Customer Feedback

"Customer is always the king"



The most stupid thing one could do is not give importance to consumer feedback. Whatever business we do is focused at the end for the consumption by users. It is a buyer's market these days', and one cannot ignore the likes and dislikes of the consumers. RnD and Survey should be consistently carried out so as to have a better idea about the merits of the products and services. The end receiver here is the consumer, hence, the feedback is a very valuable data. It would play an important role in gathering better information regarding the consumer demand.



AN EXPOSED POST-MORTEM: WHY STARTUPS FAIL?

Shreya Bhattacharya



Startup companies seem to have all the fun. They create new markets, disrupt old ones, get ridiculous amounts of money from venture capital firms, throw wild launch parties, have the best-looking offices — the list goes on. But is it really that easy to reach startup stardom, or do these idyllic stereotypes hide a harsher truth?

Digest this...when you are starting a new business, the last thing you want to think about is "failure". But there is this harsh reality behind all the fun and stardom — because 90% of all startups fail. Sounds horrible, doesn't it? Let that sink in. It counts for just 1% of total startup funding, as 82% of startups are self-funded and 24% of entrepreneurs rely on friends and family to keep their business dreams afloat. As for wild parties and lavish offices, the more extravagant they are, the more money is being thrown away, reducing the chance of success and abusing the trust of investors.

There are reasons exactly why and how startups fail. Let us classify the reasons under seven categories each consisting of a specific emotional or intellectual limitation:

1 Arrogance (85%)

Successful entrepreneurs are always overconfident and that's a good thing. Without overconfidence, nobody would ever buck the odds to start their own business. Overconfidence turns into arrogance, though, when you're so sure of the wonderfulness of your ideas that you don't bother to take the pulse of the market. Arrogance causes startups to fail through:

- No Market Need: **47%**
- Product Mis-Timed: **13%**
- Need or Lack of Business Model: **17%**
- Not Using Network/Advisors: **8%**



How to fix it: Temper your overconfidence with the humility to accept criticism without becoming defensive.

2 Short-sightedness (55%)

Startups can't afford "paralysis by analysis" and it is simple good sense to realize that can't anticipate everything in an undertaking that inherently involves the unknown. That being said, there's truth in the corny old quote "failing to plan is planning to fail." Short-sightedness causes startups to fail through:

- Running Out of Cash: **29%**
- Pricing/Cost Issues: **18%**
- No Financing/Investor Interest: **8%**



How to fix it: If you tend to be a "big picture" person, partner with somebody who's detail-oriented.



3 Hubris (47%)

All too many entrepreneurs believe that "if you build a better mousetrap the world will beat a path to your door." That's classic engineering hubris that results in treating sales and marketing as if they were of secondary importance. Sadly, though, the history of business is full of excellent products that failed due to weak marketing or poorly-planned sales efforts. Hubris causes startups to fail through:

- Getting Outcompeted: **19%**
- Poor Marketing: **14%**
- Ignoring Customers: **14%**

How to fix it: Pay as much attention to hiring marketers and salespeople as you do to hiring your engineers.

4 Egotism (36%)

Startups require talented, experienced and energized employees who have specialized knowledge. However, building a business is always a team effort and all it takes is one prima-donna for a team to fall flat on its collective face. Egotism causes startups to fail through:

- Not the Right Team: **23%**
- Disharmony on Team/Investors: **13%**

How to fix it: Read the newly-published book *Team Genius*, which contains team-building rules based upon actual scientific research.

5 Sloppiness (34%)

When big companies do a slipshod job, they can float on their brand reputation or throw money at the problem. Entrepreneurs must be meticulous and make certain that nothing falls through the cracks. Remember: "genius is an infinite capacity for taking pains." Sloppiness causes startups to fail through:

- Poor Product: **17%**
- Bad Location: **9%**
- Legal Challenges: **8%**

How to fix it: If you tend to be a "big picture" person, partner with somebody who's detail-oriented.



6 Imbalance (30%)

Thousands of articles and books have been published about the lack of work/life balance creates stress and leads to bad decisions. And yet many startups try to operate in round-the-clock crunch mode. Imbalance causes startups to fail through:

- Loss of Focus: **13%**
- Lack of Passion: **9%**
- Burning Out: **8%**

How to fix it: Exercise or meditate every day, turn your phone off when you go to bed, eat right, etc. You know the drill; now just go ahead and do it.

7 Inflexibility (17%)

The most important advantage that a startup has over an established firm is freedom to be nimble. However, there's a natural human tendency to continue to pursue a course of action after it's been proven unworkable. Inflexibility causes startups to fail through:

- Pivot gone bad: **10%**
- Failure to Pivot: **7%**

How to fix it: Plan from the start that you'll need, at some point, to radically change direction. Welcome rather than resist the inevitable change when it comes.

BOTS TAKE OVER THE RAMP !

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Google nexus SMARTPHONES

Shreya Bhattacharya

Once upon a time, there was Android! Wait...who am I kidding? We are talking about Nexus devices here. It once started off as a test device for developers, and has now fully grown into a line up with choices.

And while most of us know our Android history pretty well, many of us jumped on to Android pretty late. For some lucky owners, their first Android smartphone may have actually been a Nexus device designed by Google.

But there was a lot that came before it. The Nexus story did not start side-by-side Android, but came about thanks to certain problems.

SKIN-DEEP

So where did the Nexus come from? Well, the Nexus story begins a lot later by the end of 2009. By that time manufacturers had already begun producing Android devices that ran Android 1.6 Donut and these were mostly devices with no aim with hardware that was chosen keeping just the native apps in mind.

Not sure about Android's future, manufacturers back then (and some still today) felt that Android in its stock guise was ugly and would not appeal to customers even though it had plenty of functionality skin-deep.

Developers had been using the phone to build apps and all was good, but Android

was ugly. This is more so in comparison to the iPhone that was leagues ahead. This is why manufacturers moved to their skinning. Samsung pulled TouchWiz from its older smartphones while HTC grabbed Sense from its Windows Mobile devices.

APP DEVELOPMENT

But developers needed to have a test device, to test out some of the apps they were working on. More importantly, Google needed to show manufacturers a reference device so that they knew which hardware works well with all of the third-party apps. Again back then, things were not

in favour of Android because Steve Jobs had just unveiled Apple's iPhone 3GS, the third generation of the iPhone and everyone was in rat race to get their apps on to the App Store, which was selling pretty well against Nokia's Symbian-powered smartphones and the

BlackBerry lot. So Android app developers really needed a reference phone to build apps on, and the Android Dev Phone 1 phone was anything but that due to its lacklustre hardware. And the customisations on Samsungs and HTCs went pretty wild they made Android devices lag,

and began to ruin the Android experience.

Google had to think quick and while not too many were excited about the Android Dev Phone 1 with its geeky trackball, Google had to show the world that its investment (Android) was worthwhile and worth developing for.

THE NEXUS JOURNEY BEGINS

And so one fine day Google unveiled the Nexus One. The device went big on specs, but moved past the geeky look of the Android Dev Phone 1. It was the basic barebones version of Android 2.1 Eclair running inside so it was smooth, because it did not have the customisations of the HTC Desire, which was clearly the best Android offering on sale. More importantly, HTC had worked on it, so its uni-body design looked premium in com-

parison to Apple's now plastic iPhone 3GS. Clearly, it was Google's best shot at mobile and while some loved it there were many who found it ugly and unpolished. Shortly thereafter, Google then tied up with Samsung for the Nexus S and then once again with Samsung with the Galaxy Nexus. Things were looking up with Google almost coming shoulder to shoulder with offerings like Samsung's Galaxy S2.

NEXUS IN INDIA

Outside the US, things were a bit different. In India, Android smartphones with skinned UIs sold better, so the Nexus S made it partially, until Samsung pulled it off the shelves. Samsung's Galaxy Nexus was again a no show but still sold unofficially since it was a smoother option compared to its the lag-laden Android counterparts. And this went on, until LG was chosen as the next manufacturer for Google's Nexus smartphone line up.

AN LG-MADE NEXUS

Now that Google had given HTC and Samsung a chance (and things didn't work out quite well) it was now LG's turn and out came the Nexus 4, which sported a delicate shimmery glass back in a design that was inspired more from LG than from Google. It was expensive, but by then, it was still the fastest thanks to its bare-bones approach to Android.

THE SOFTWARE UPDATE PROBLEM

By this time customers began to realise that owning a Google designed smartphone, was not only good in terms of performance but also software updates. Manufacturers had begun to fall back with Google's yearly software releases that were clearly there to stay ahead of Apple's iOS. Manufacturers took their own sweet time and even at the end of it all there were plenty of bugs when the customised Android firmwares were delivered.

But by then Google had won the war with BlackBerry and Windows Mobile left in the dust and its only competitor being Apple.

The company needed a phone that outperformed the iPhone 5 but wanted to keep costs low, which is why they ended up with a low-cost LG G2 or the Nexus 5 in 2013.



THE NEXUS 5 AND THE FUTURE OF THE NEXUS PROGRAMME

The plasticy Nexus 5 delivered on all fronts, it was a great performer with decent battery life, came with Android KitKat and quickly began running out of stock even when it arrived on the Play Store in India. It had a polished UI that was powered by a powerful Qualcomm Snapdragon 800 processor. Thereafter - to make things

sweeter - came Android 5.0 Lollipop that still runs well on the Nexus 5. The Nexus 5 was and still is the phone to reach out for today, because of Google's mistake with the phablet-sized Nexus 6. While production has ended, many still did not mind paying up for a Nexus 5 until the news of the new Nexus

5 successor the Nexus 5X began to surface.

And that brings us to today. It was just a few days back that both the successor to the Nexus 5 and Nexus 6 were announced. In no time, both the phones have gained much popularity and have been compared to the mighty iPhone 6s and OnePlus X.

Google now has immense faith in the Nexus programme compared to the past and this shows with the launch of not one, but two Nexus devices along with the newly christened Android 6.0 Marshmallow. Goodbye Project Silver!

Today we are at a time frame where Android runs buttery smooth and the hardware required to run it does not need to be a flagship smartphone. Android is smoother than it ever was and while the bugs and the vulnerabilities have not stopped showing up, it is a polished OS in its stock form, but this is again all thanks to the Nexus line up. What started out as a test device meant to cater to the developers may soon turn out to be the future of the Android experience.

All eager eyes on...



MY ACCESSORY BASKET

It's time to improvise your accessory wardrobe specially when you have a festive season around the corner. Check out what's hot this season.

RAYBAN WOODEN SUN GLASSES

The Ray-Ban Autumn-Winter 2015/2016 collection includes enticing new versions of Ray-Ban Aviator styles, which appear in a variety of color and material combinations. It's undoubtedly a revisiting of the brand's origins, with variations on some of the most distinctive, unique sunglasses ever created. touch of maple with brown rubber and lenses.

ESQUIVEL ELKHART BOOTS

Right now, all I want to do is gaze at that forest green leather and think about how great it would look sitting underneath a pair of dark indigo jeans, possibly for trekking through the forest or somewhere on the way to a bonfire. Time to add some outdoor adventure on to your bucket list.



PHEASANT CUFFLINKS

Each hand enameled tile cufflink features a pair of handsome pheasants, set against an off white brick background. These cufflinks are made from brass with a silver finish, which won't tarnish, and a solid T bar fastening. They come in a presentation box making them an ideal Christmas present.



SAUVAGE BY DIOR

Dior brings us another brilliant fragrance this fall, appropriately named Sauvage (complete with Johnny Depp as its ambassador, no less). Top notes of bergamot, middle notes of frankincense, and base notes of lavender make it a provocative mixture that will take you all day.



HOLIDAY BAGS BY ROOTS

For all those who want to make a bold statement and who appreciate well-made goods, this is your stuff. Made with high-quality materials, these pieces are definitely flying off the (digital) shelves.

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LOGITECH UE BOOM

GOOD SOUND AND CATHY DESIGN

Reviewed By: Abhi Kanel



Price - ₹ 19,900/-

SPECIFICATIONS

Make Some Noise: UE BOOM is the 360-degree speaker that drops bold,

Life-Resistant: Colorful acoustic skin with plasma coating, Stain resistant,

Live Wirelessly: Switch songs, Rechargeable battery has 15 hours

of playback Two UE BOOMs



IMPRESSIONS:

Designed in a cylindrical fashion and fitted with 360 degree speaker, UE Boom comes out as more with the age and time. It no doubt looks gorgeous. It sounds really good and runs for 15 hours on a battery charge, which is quite impressive given that it's not a tiny speaker.

Good:

- Durable Wireless Speaker
- Switches songs via wireless connectivity
- 360 degree provides audio output equally
- Design looks quite updated and fresh

Bad:

- Bass could have been better
- Does not look that premium

VERDICT

UE Boom has quite the innovative charm in its curvy 360 design and its audio quality, it seems a bit pricey compared to other line of products. Its durable capacity for a design that unique gives it an upper hand, however, little more Bass could have been better.

SKULL CANDY AIR RAID

POWERFUL AND GOOD LOOKING PORTABLE SOUND SYSTEM

Reviewed By: Abhi Kanel



Price - ₹ 15,000/-

SPECIFICATIONS

Mobile/Tablet Speaker, 3.5 by 7.3 by 2.5 inches

10 W (Satellite), 25 W (Subwoofer), 35-20000 Hz, Wireless



IMPRESSIONS:

Air Raid is one of the most desirably good looking portable speakers out there in the market. It is sturdy and robust in its material design form factor, and resonates amazing sound quality from its two frontal audio outlets.

Good:

- Rugged and robust design
- Amazing sound quality
- Conveniently Lighter to hold and carry
- Bass is better than expected on a portable device
- Reasonable Pricing
- LED indicator

Bad:

- Deep Bass response is not that impressive
- Not really slim in design

VERDICT

Skullcandy Air Raid brings in a very high quality audio device fitting in a sporty and trendy designed chassis - all of that for a reasonable pricing compared to most of the other portable audio devices out there in the market.

FITBIT SURGE

NOTABLE HEALTH AND FITNESS CHECKER

Reviewed By: Abhi Kanel



Price – ₹ 17,500/-

SPECIFICATIONS

Best-in-class battery life, Built-in GPS, multisport functionality, Automatic continuous heart-rate, Eight-sensor technology



IMPRESSIONS:

Fitbit Surge makes it super easy to keep track of all the fitness activities all on the wrist. It genuinely adds in new additional features but lacks a bit on the design aspect adding a tad bit more price.

Bad:

- Its design seems to go well with gym rather than the office look
- Bit costly and pricey even the one with GPS
- It comes with a bulky body and strap

VERDICT

The Surge gets a better food and sleep tracking, in addition also adds up GPS and heart rate monitoring. However, its slightly bulky design and higher pricing does pinch a bit.

CANON EOS 5DS

EXTREMELY CAPABLE AND POWERFUL

Reviewed By: Abhi Kanel



Price – ₹ 2,52,995/-

SPECIFICATIONS

50.6 Megapixel Full Frame CMOS Sensor, Dual DIGIC 6 image processors
61-point wide area AF including 41 cross-type AF sensors, EOS iTR, AI Servo AF III, AF Configuration tool Zone, Spot and AF Point Expansion focusing modes, ISO 100-6400 with expansion to 12800, 50 Magnesium alloy body, 3.2" (81.1mm) Clear View II LCD monitor, HDR shooting in-camera, Short 59ms shutter lag, 24MP Full-frame CMOS sensor (with AA filter)



IMPRESSIONS:

Coming from best of the brands, Canon EOS 5DS shows the level of detailing that we have seldom seen in the DSLRs. Its unmatched picture quality and sensor quality is par excellence.

Bad:

- It comes out as a costly product

VERDICT

Canon EOS 5DS is the ultimate product for photographers as it has pulled up all the essential features and functionality that might suffice for a high-end professional camera, which can shoot videos as good as the still images. Although, the price seems high, the camera is worth the purchase.

Good:

- Depth of field is overwhelmingly good
- Pictures captured are superbly crisp and have a lot of detailing to it
- Unmatched low noise images
- Comes with larger and better displays

JABRA SPORTS PULSE

WIRELESS AND FLAWLESS PIECE OF EARPHONES

Reviewed By: Abhi Kanel



Price - ₹ 11,860/-



SPECIFICATIONS

- Dolby sound enhancement
- Biometric built-in heart rate monitor
- Bluetooth and NFC connectivity
- In-line controls for easily managing music and calls

IMPRESSIONS:

Jabra's new, better and improved ear-phone 'Jabra Sports Pulse' is one of a kind. It looks aesthetically appealing, fits in ergonomically well, got more features and sounds pretty good.

Good:

- It is a wireless Bluetooth earphone
- The fit is secure and comfortable fit
- Comes resistant to water, shock, and dust.
- Gets a built-in heart-rate monitor.

Bad:

- A price seems to be bit costlier
- Its battery life only supports 4.5 hours of play.

VERDICT

Jabra Sport Pulse is a really good working wireless sports headphone as it provides better fit and has plethora of features like heart rate monitor. The sound quality on this piece is really admirable.

WACOM BAMBOO STYLUS FINELINE 2

BETTER CONTROL FOR THE TOUCHSCREEN

Reviewed By: Abhi Kanel



Price - ₹ 10,491/-

SPECIFICATIONS

Compatibility: iPad 3 and 4, iPad Air 1 and 2, iPad Mini 1, 2 and 3
Connects with apps Bamboo Paper, Notes Plus, My Script Smart Note, Note shelf, Good Notes
Benefit from Wacom Cloud and WILL universal ink.
Contents: Stylus, quick start guide, and USB charging cable

IMPRESSIONS:

Wacom's new Bamboo Fine line 2 smart stylus offers precision in drawing, writing and jotting down of ideas in the form of pictorials. Its pressure-sensitivity and fine tip does just the right amount of work to bring fluidity in performance on the screen.

Good:

- Smoother and Fluid in Performance
- Feels comfortable to hold
- Compatibility with iPad, iPad Air and iPad Mini

Bad:

- Pressure response is not that excellent
- Costly compared to its competitor products



VERDICT

Bamboo Fineline 2 would quench one's thirst for using the stylus on the touchscreen, but the price is kind of high, compared to other products. However, the device and apps compatibility it offers is pretty appreciable.

MARTIAN NOTIFIER

AMAZINGLY ELEGANT AND SMART

Reviewed By: Abhi Kanel



Price – ₹ 10,800/-



SPECIFICATIONS

- Compatible with Android smartphones and tablets with OS 2.3.3 or later
- Compatible with Apple iPhone 4S 5 5C and 5S plus later versions of iPad and iPod Touch.
- 1.5" graphic OLED Display with 96 x 16 pixels of resolution
- Rechargeable Lithium-ion polymer battery
- Keeps up-to-date providing notification via digital display screen

IMPRESSIONS:

Designed with elegance and smartness, Martian Notifier is one of a kind smartwatch that intelligently notifies you of all the necessary social media posts, emails and fitness stats and more - right on the screen.

Good:

- Design looks aesthetically appealing and feels premium
- Brings a classic analog style
- Smartwatch can be charged with the USB cable.
- Customize vibration patterns alerts you of incoming feeds
- Get social media posts, fitness stats news, e-mails

Bad:

- The watch is not fully water-resistant, but splash proof.
- Requires a proprietary cable to charge Bluetooth radio and other mobile electronics.

VERDICT

Martian Notifier is the thing to go for if you want to have all the phone and social media alerts on your wrist without over exceeding your budget.

LOGITECH K480

REASONABLE, CLICKER AND SMART KEYBOARD

Reviewed By: Abhi Kanel



Price – ₹ 2,200/-



SPECIFICATIONS

- Compatible with : PC: Windows® 7, Windows 8, Windows 10
- Mac: Mac OS X or later
- Chrome OS™
- Runs on iPad or iPhone: iOS 5 or later
- Android™ tablet or smartphone: Android 3.2 or later.

IMPRESSIONS:

Logitech brings a simple and sensible keyboard that connects to more than 3 devices via bluetooth, and after pairing with devices runs pretty swiftly. It comes with white and black colour variant, which both have its unique look and feel.

Good:

- Clicker buttons that provide for impressive typing
- Compatible with more devices
- Easy and simple connectivity
- Switch between three paired devices within seconds

Bad:

- Lacks USB Ports for connectivity
- Lacks premium material built
- Lacks a permanent tablet holder

VERDICT

Logitech K480 provides for a very convenient and easy typing clicker Bluetooth keyboard for a price that really fits the budget. It is one of the most easy to use keyboard I have come across in a price value that is more than affordable.

VU 65"ICONIUM 4K UHD SMART 3D LED TV

LUXURY WITH VISUALS AT ITS BEST

Reviewed By: Abhi Kanel



SPECIFICATIONS

- Ultra High definition Panel, 3840 x 2160 Resolution
- 178° (H) X 178°(V) viewing angle, 1:1 Pixel Mapping
- HDMI ports x 3nos, 4X Graphics Engine



IMPRESSIONS:

VU Iconium Series brings you its LED technology in a 65" 4K UHD 3D TV. It is a luxury TV as it fits in all the features you would want in a sleek TV.

Good:

- Beautiful and lavish design
- Huge and Massive Display Screen
- Extremely high display quality
- Immersive audio quality

Bad:

- Lack of 4K Content

VERDICT

This 4K UHD 3D LED TV set is luxurious and premium, fitted with all the latest technologies, but with all its cost of purchase the most affordable product one could go for. The design is elegant and beautiful, and the size built - for all the massive visual experience.

SEAGATE SEVEN

SUPERMAN OF ALL HARDDRIVES

Reviewed By: Abhi Kanel



SPECIFICATIONS

- World's thinnest 500GB portable hard drive, Sleek and strong steel enclosure
- Fast transfers with USB 3.0
- Automatic backup software for computers and mobile devices



IMPRESSIONS:

Seagate Seven is the slimmest and the world's thinnest 500 GB portable hard drive. Its sturdy chassis is made out of tuff steel material. Its sleek nature carries its beautiful body, but from inside it is really performance proved as it provides super fast USB file transfer, and further provides back up of files for both PCs and mobiles devices.

Good:

- Slimmest Hard Drive
- Faster File Transfer
- Lavish 500 GB storage
- Pretty light in weight and easy to carry and hold

Bad:

- It is pricey
- Has only 500 GB space

VERDICT

The Seagate provides a different from others and also proves what Seagate can do with the storage devices. It is bit pricey but the hard drive's super slick and strong steel body, faster file transfer and its capacity to hold 500 GB space is not less than amusing.

HTC 526G+

REASONABLE BUT REALLY EFFICIENT

Reviewed By: Abhi Kanel



Price – ₹ 8,900/-

SPECIFICATIONS

- 4.7" 960x540,
- Mediatek MT6592 Octa-Core,
- 8 GB ROM, 1 GB RAM,
- 8 MP Rear and 2MP Front Camera,
- 2000 mAh battery



IMPRESSIONS:

HTC Taiwanese makers brings the HTC 526G+ for the budget segment. It runs hassle free and performs well while playing games and running apps. It's has got decent camera on the rear, which captures beautiful images, especially in broad day light.

Good:

- Provides hassle free usage
- Runs smoothly and swiftly
- Decent Camera quality, good for daily usage
- Looks and design aspects are good

Bad:

- Smaller display size
- Average Battery Life
- Panel has a fingerprint magnet and attracts smudges quite easily

VERDICT

HTC comes with this gorgeous mid-ranger, which keeps the capacity of satisfying the users with their every day-to-day usage. It even performs smoothly and runs the whole if used sensibly. Given the price it comes with it, this device suffices all your daily phone related needs and requirements.

SONY XPERIA C4

A WELL THOUGHT REASONABLE SMARTPHONE

Reviewed By: Abhi Kanel



Price – ₹ 23,000/-

SPECIFICATIONS

- 5.5 inches, 1080p
- 13 MP rear camera, 1080p, 5 MP front camera, 720p
- 1.7 GHz Octa-core
- 2 GB RAM



IMPRESSIONS:

Sony comes with its new phone Xperia C4 carrying a 5.5 inch display with 1080p resolution, 13 MP rear and 5 MP front camera, 1.7 GHz Octa-core Processor. It is overall well thought product given the price it comes with.

Good:

- Bigger display
- Beautiful Display quality
- Good Camera quality
- Above average performance
- Hassle free surfing and browsing
- Scratch Resistant

Bad:

- Lack of longer battery
- Lack of water and dust resistance

VERDICT

C4 is a really good phone to go for - it comes with reasonable pricing yet offers incredible features and functionality. The phone looks premium as all the Xperia series does. Performance is also aces up alongside good camera on both front and rear.

HP SPECTRE XT360

INSPIRED DESIGN AND BEAUTIFUL BODY

Reviewed By: Abhi Kanel



Price - ₹ 1,29,000/-

SPECIFICATIONS

- 13.3 inches, 1920 x 1080, Windows (8), Core i5,
- 4 GB RAM, SSD (128 GB),
- Up to 12.5 hours Battery



IMPRESSIONS:

HP comes with admirable design and features with the Spectre x360. It performs better version than its predecessor. The design and built feels quite premium and classy. Furthermore, it also fits in a 256GB SSD, which is more than appreciated.

Good:

- Incredible display quality
- Solid Aluminum body
- Smooth 360-degree hinges
- Very long battery life.

Bad:

- Heavier than a MacBook Air
- Higher-end screen options limits battery life.
- Leaves keyboard exposed in tablet mode

VERDICT

HP Spectre x360 comes with a flexible high-end Windows laptop design with a battery that runs all day long. The price is high, but the product is actually really good for use. Performance is lag free and gaming is not an issue at all. Its touchscreen display provides all the functionality of a tablet. Overall, a multi-purpose laptop that serves office work, gaming and tablet usage.

DELL ALIENWARE 13 LAPTOP

GAMING BEAST FOR ULTIMATE PERFORMANCE

Reviewed By: Abhi Kanel



Price - ₹ 1,43,000/-

SPECIFICATIONS

- 17 inches, 1920 x 1080 Windows (7), Core i7
- 8 GB RAMNvidia GeForce GTX 980M GPU
- 1 TB (total) SSD



IMPRESSIONS:

Alienware 13 is one of the best gaming laptops out there in the market. It is built and design for hardcore power pack gaming. It is bigger, faster and better than its previous line of gaming products as well as gives tough competition to other gaming devices in the market.

Good:

- Hi-tech design and Sturdy Design
- Highly configurable
- Gorgeous Display
- Incredibly fast and powerful

Bad:

- Pretty heavy in weight
- Expensive Pricing
- Lacks 16:9 display

VERDICT

Alienware's new version comes with some design tweaks. This beast offers the best laptop gaming hardware in the market, although, there are few tuff competitors in the market now. Alienware laptops do not come cheap, so unless you are a heavy duty gamer, think twice before you opt for it.

BALANCED DISPLAY

ENHANCED BATTERY EFFICIENCY FOR YOUR DAILY BALANCING ACT



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everyday genius

ASUS ZENFONE 2

BEAUTIFUL DESIGN WITH BETTER PERFORMANCE

Reviewed By: Abhi Kanel



Price - ₹ 22,999/-



SPECIFICATIONS

- 5.5" 1080p, Intel Atom Z3580 Quad-Core,
- 64/128 GB, 4 GB RAM,
- 13 MP Rear and 5 MP Front Camera,
- 3000 mAh battery

■ IMPRESSIONS:

Asus Zenfone 2 gets a well formed smartphone with premium design cues fitting in all the necessary features. In addition, the performance is smoother and swifter.

Good:

- It delivers a very smooth performance. It has an impressive low-light camera.
- UI is great and feature-rich. Its 5.5-inch display screen is bright and sharp.

Bad:

- It has a bulky feel and an unintuitive button layout. It comes with a non-swappable battery life.
- The price is high in regards to its above-average capabilities.

■ VERDICT

It is too expensive for its above-average capabilities, but if the price agrees with you, the smooth performance and splendid low-light camera won't disappoint.

AUDIO TECHNICA ATH-M70X HEADPHONES

CLASSY DESIGN AND PREMIUM SOUND QUALITY

Reviewed By: Abhi Kanel



Price - ₹ 15,000 /-



SPECIFICATIONS

- 45 mm large-aperture drivers,
- 5 to 40,000 Hz, Closed-back dynamic,
- 280 gms

■ IMPRESSIONS:

Audio Technica is known to produce some of the best sounding monitor range. They totally dominated the audiophile market with the M50x and it was well seen with some amazing sales figure. This time though, they have stepped the game with the M70x. We tested these extensively and here's our take

Good:

- Beautiful design and premium looking headphone
- Offers excellent build quality and produces balanced sound with really good bass.
- It is very lighter and more comforting as it fits in more cushiony earcups, and provides detachable-cord.

Bad:

- Lack of integrated microphone phone calling.
- Less suitable for mobile use due to bulky body.

■ VERDICT

It comes with improved sound quality than the previous line of headphones and brings in more bass alongside the comfort of the extra soft cushioned cups, and all of that in just Rs. 15,000. The design gets aces in my book - looks premium and classy.

SKULLCANDY - CRUSHER

WELL FORMED, STURDY AND MULTIPURPOSE

Reviewed By: Abhi Kanel



Price - ₹ 5,800/-



SPECIFICATIONS

- 40mm Dynamic Drivers,
- Over the Ear Design,
- Single-sided cable,
- Noise Isolation

IMPRESSIONS:

Crusher from Skullcandy is the kind of headphone which can be used both for professional office as well as gaming purposes. It looks decent with curvy design form factor, and further has got soft cushion cups to comfort your eyes.

Good:

- Looks sturdy and comfortable
- Serves gaming and work purpose
- Good Noise cancellation
- Decent design and look
- Sound quality is good

Bad:

- Audio Quality Could be better
- Ear cups are not super comforting
- Tad Bit Costly

VERDICT

Skullcandy Crusher offer good sound quality and decent bass, alongside the average comfort of the cushioned cups. It looks good besides and fashionable, but does not compete with the big league headphones in regards to professional level audio quality. For the price it comes with, it is still a good rip off of your money, although there are plenty of other fishes in the pond.

IBALL HD6

SPORTY LOOKING DESIGN WITH ERGONOMIC FIT

Reviewed By: Abhi Kanel



Price - ₹ 6,900/-



SPECIFICATIONS

- 6" display 720p, 1.3GHz Quad Core,
- 8 GB ROM, 1 GB RAM,
- 8 MP Rear and 5 MP Front Camera,
- 3000 mAh battery

IMPRESSIONS:

iBall HD6 fits in more features and functions than the pricing suggests. Bigger display, decent performance, good battery life and many minute features.

Good:

- Bigger display screen makes movie watching better
- It runs apps and games without much hassle
- Photos Captured is kind of decent
- Comes with a good battery life

Bad:

- iBall HD6 is way too large and way too thick.
- Design of the phone is not that appealing

VERDICT

iBall HD6 comes with a reasonable pricing, still fitting in lot of features and functionality. The phones features are more than what you get with that kind of pricing.

MOTOROLA'S BUDGET KING

MOTO G'S 3RD AVATAR IS BETTER THAN EVER

Reviewed By: Pratik Ghone



SPECIFICATIONS

5" 720p IPS Display, Qualcomm Snapdragon 410 Quad-Core, 16 GB ROM, 2 GB RAM, 13 MP Rear and 5 MP Front Camera, 2470 mAh battery



IMPRESSIONS:

Moto G is possibly Motorola's most popular phone of this decade. It established Motorola's name in the budget category and stock android experience allowed users a smooth UI which was a different approach as against the other popular manufacturers. But with value for money phones appearing almost each day in the market, the Moto G had to evolve. Let's find out how that evolution has turned out.

Good:

- The only phone that comes with IPx7 certification allowing it to sport true water resistance tag
- Amazing design and ergonomics make it grippy to hold
- Near stock android makes it feel like a nexus phone
- Moto Assist and gestures allow for quick operations
- Smooth performance and improved camera makes it a good package
- Stellar battery life allows for more than 5 hours SOT

Bad:

- Hardware package still needs an improvement as the competition provides much better value at the same price bracket.

VERDICT

Moto G 3rd Gen is by far the best Moto G iteration till date. We love it for its design and features. Only if it had a mid range processing package and 1080p display, this phone would be almost perfect.

A PREMIUM HYBRID WINDOWS LAPTOP

HP SPECTRE X360 GIVES APPLE A RUN FOR ITS MONEY

Reviewed By: Pratik Ghone



SPECIFICATIONS

13.3 inches touch screen, 1920 x 1080, Windows (8), Core i7, 8 GB RAM, SSD (128 GB), Up to 12.5 hours Battery



IMPRESSIONS:

It's the time for convertibles, especially when the newest iteration of windows supports it to the optimum level. Yet again some go hybrid and HP has gone a tad bit premium with their newest Spectre X360. When something demands a hefty price tag, the question arises - is it worth it?

Good:

- Superb Built quality with aluminum casing and metal all around with unique design that allows for tablet functionality when folded all the way back thereby earning the 360 tag.
- Impressive hardware translates into an amazing performer both as a laptop and a touch screen unit
- Various modes allow for flexible usage with great touch screen capabilities.
- Bright display and stereo speakers translate into an amazing multimedia package
- Impressive battery life allows for long usage hours

Bad:

- Large trackpad is mostly inaccurate when trying to maneuver a right click for menus and options
- The backlit keyboard allows for only one setting which is makes the keys almost invisible in certain light conditions.
- The package is impressive but turns warm enough to make it uncomfortable for a long usage hours on lap.

VERDICT

HP Spectre x360 is a beautiful machine that does what it is supposed to. But, at that price tag, it is not meant for everyone. It still lacks a dedicated graphics unit and the refinement that one would expect at this price range. That said, if you are a windows guy and want something that your Apple friends would want to envy, then the Spectre x360 does that job pretty well.

SOMETHING TO LOOK OUT FOR!

DELL XPS 13 REDEFINES LAPTOP DESIGN FOR THE GOOD

Reviewed By: Pratik Ghone



SPECIFICATIONS

13 inches matte 1080p Display, 128GB SSD, i3 5010U, 4GB RAM and Up to 10 hours Battery



IMPRESSIONS:

Dell XPS 13 and the 15 with their infinity display create a new design language that we feel must be followed by every manufacturer out there. Dell offers a large number of upgrades, including the 4K touchscreen panel, Nvidia GeForce GTX 960M GPU with 2GB of GDDR5 memory, and up to 32GB of RAM. There are also a number of hard drive configurations available.

Bad:

- Matter Bright almost bezel less display is amazing to look at and makes the machine extremely compact
- Numerous ports make connectivity hassle free and increases possibilities
- Backlit keyboard has good feedback while typing and houses a matte textured finish all around
- Performance is superb even under stress and delivers great battery life
- Camera is placed below the screen and makes it awkward for video chatting

VERDICT

Dell has designed a notebook that can compete with the 15-inch Apple MacBook Pro with Retina, in terms of looks, performance and price. With a redesigned chassis, better specs and a lower starting price, the new XPS 13 could dominate.

ULTRABOOKS JUST GOT BENCHMARKED

ASUS ZENBOOK UX305F IS A WORTHY SUCCESSOR TO UX302

Reviewed By: Pratik Ghone



SPECIFICATIONS

13.3 inches, 1980x1080p Display, Windows (8.1), Intel Core M, 4GB RAM, 128 GB SSD, Up to 10 hours Battery Life



IMPRESSIONS:

Asus pulled a rabbit out of their hat last year with the UX302 which was also the winner of our 'Laptop of the year' category for Exhibit Tech Awards 2014. That said, the UX305 available in various variants like the 'F' that we have here, is the successor to the almighty UX302. We tested it and to be frank, we are amazed to see the possibilities that an Ultrabook can achieve.

Good:

- Ultra light weight design crafted in aluminum is available in various color options and allows for excellent ease of use
- Newest hardware is more than capable of handling daily tasks and some heavy software if need arises
- The matte display is amazingly crisp, bright and offers great viewing angles as compared to the competition. We had the 1080p panel but there is a variant that also features 3200x1800 screen resolution.
- Does not heat even under stress considering the immensely thin profile
- Great battery life makes it an apt ultrabook for travelers and power users

Bad:

- No Backlit keyboard makes it feel a bit mediocre especially considering the price that it demands
- Speakers suffer from less volume levels & you will need a headphone almost every time

VERDICT

Asus's Zenbook UX305 is what an ultrabook should be. It's amazingly thin, light weight and performs decently well too. One thing we know by now – When it comes to making ultrabooks, Asus is possibly the pro. Although the UX305 lacks a few things that are necessary to make it perfect like the low sounding speakers and the backlit keyboard, the laptop makes for it in the other departments. This is a machine that we would recommend to just about everyone.

HEAR THE TRUE SOUND

BOSE SOUNDTRUE ULTRA EARPHONES ARE SIMPLE AND IMPRESSIVE

Reviewed By: Pratik Ghone



Price - ₹ 11,138/-

SPECIFICATIONS

StayHear Ear tips, wired with quality Bose sound, Built-in mic and volume + play controls



IMPRESSIONS:

Bose is known for delivering the best acoustics when it comes to their sound signature. That said, their SoundTrue Ultra Earphones carry the timeless design that we are accustomed to when it comes to Bose Earphones and although the world has moved on to wireless, Bose is still believes in simplistic approach that delivers quality sound each time.

Good:

- Simple and hassle free connectivity with inline mic and volume controls for ease of use
- Versatile and universal compatibility with almost all smartphones
- Natural sound reproduction with balanced sound and good sound stage
- Classy carrying case that is sturdy as well

Bad:

- Cables tangle easily and also do not seem durable enough
- Ear buds are not the best fitting

VERDICT

Bose delivers what it promises. These earphones are simple and have amazing sound quality for acoustic lovers. But, Bose seems to be hell bent on the design which in our opinion needs an update. Hope Bose is listening and improvises on the same.

XIAOMI'S PREMIUM SOUND

MI HEADPHONES TRY GOING AUDIOPHILE

Reviewed By: Pratik Ghone



Price - ₹ 5,999/-

SPECIFICATIONS

Semi-Open, Surround Sound, 20 Hz - 10 kHz, Beryllium Alloy, 1.4 m detachable cable with Mic and volume control



IMPRESSIONS:

Xiaomi has already taken over the world by storm when they entered the smartphone race. Now, when they decided to make a headphone, everyone was keen on how exactly would they sound. But must we say, Xiaomi knows what it does and how it has to be done. This time though, they did go a bit premium and we are glad to see, it shows.

Good:

- Excellent Built Quality all thanks to the beryllium alloy construction
- Several extensions and pads make it immensely versatile to suit various types of users
- Built in Microphone also allows for cellphone usage and still can maintain good volume levels

Bad:

- Semi-Open design leaks some sound
- At the price point, it competes with much capable products and falls in a niche bracket
- Sound quality is good but it tends to curve towards the bass head a lot

VERDICT

Xiaomi's Mi Headphone is a good looking and well built headphone which also provides good sound quality with emphasis on bass. Bass heads will love these. These are well worth it as you get On Ear and Over the Ear pads allowing users to customize their listening experiences. Try it for sure.

HW + SW Solution : Turnkey Semi-turnkey

Inclusive Design

Sensors

Wireless Power

3G

GPS

Wi-Fi

Bluetooth

GSM

Application Platform

Leading Connectivity

Advanced SOC

Android & iOS Friendly

High Integration
5.4mm x 6.2 x 1.0mm

MEDIATEK

LinkIt™

Slim Down

Low Power

MediaTek Wearable/IOT Solution

GOOD THINGS COME IN SMALL PACKAGES

HARMAN KARDON ESQUIRE MINI IS WORTH EVERY PENNY

Reviewed By: Pratik Ghone



SPECIFICATIONS

Bluetooth® technology, Easily connects to any iOS device, Rechargeable lithium-ion battery lasts up to 8 hours, Dual microphone and built-in echo/noise cancellation technology, Includes Micro USB cable, leather strap



IMPRESSIONS:

When you take a look at a speaker that is almost the size of a smartphone, you might not expect much. But, Harman Kardon loves to surprise us and like hell we were. This small speaker packs in quite a lot of punch and feels superbly premium. Here's why it won the best wireless speaker award this year.

Good:

- Amazingly premium built quality with leather finish and sturdy built makes it desirable for both sexes
- Clear loud highs, mesmerizing mids and impactful low produce mind-boggling sound clarity and volume
- Easy of pairing and the possibility of connectivity options make it versatile for all types of usage
- Small form factor with superb light weight makes it easy to carry on any occasion
- Great battery life will have you enjoying music without the need of charging and if required, it uses a normal micro USB charging port allowing users to easily charge anywhere.

VERDICT

We were mighty impressed with the Esquire Mini. It feels luxurious, has the looks, has the sound clarity, has amazing battery life and somehow with all these factors, it easily manages to justify its premium tag. Buy it without a second thought.

AN UPGRADABLE WIRELESS SPEAKER SETUP

LG MUSIC FLOW H7 MAKES EVERYTHING SOUND LARGE

Reviewed By: Pratik Ghone



SPECIFICATIONS

13.3 inches touch screen, 1920 x 1080, Windows (8), Core i7, 8 GB RAM, SSD (128 GB), Up to 12.5 hours Battery



IMPRESSIONS:

Unbox it and the first thing this speaker will remind you of, is a jukebox. It's just as large and sounds like a large speaker setup. Carrying this is not an easy ordeal. But for what it's worth, it does offer quite a lot yet somehow it falls short when it comes to justifying the price tag.

Good:

- Sounds like a large speaker setup. Enough to host a single room party
- Plethora of connectivity options available with intra room connectivity with other Music flow Speakers

Bad:

- Sound Clarity goes for a toss when you crank up the volume
- The connectivity app is clunky and set up for multi room audio is not an easy ordeal
- Weighs a lot to be called a wireless speaker setup
- At the that price point it enters audiophile category where there are several better contenders

VERDICT

LG Music Flow H7 is a complete package and may play a part when internet of things is a reality. It is a great setup for someone who wants loud speaker setup without the hassles of wires, but when we look at the price tag, it falls short to deliver value as a speaker setup.

A FITNESS TRACKER FOR EVERY RUNNER

GARMIN FORERUNNER 225 CATERERS THE RUNNER IN YOU

Reviewed By: Pratik Ghone



SPECIFICATIONS

13 inches matte 1080p Display, 128GB SSD, i3 5010U, 4GB of RAM and Up to 10 hours Battery



IMPRESSIONS:

One look at the Garmin Forerunner and you would stare at it for at least a minute. It looks gorgeous and is something that every jogger and runner will love to own. Garmin is all set to help people get fitter and their accessories are mighty impressive when it comes to doing the same.

Good:

- At just 54gms and impressive built quality with red and black colors, the Forerunner looks ready to race
- Mio's OHR is quite accurate when compared to most other fitness trackers in the market today
- Garmin's web based and smart phone apps allow you to keep a track on your running sessions making this a complete package unbeatable by most other fitness bands
- Impressive battery life lasts over 10 hours thereby making it an apt accessory for amateurs and professionals alike

VERDICT

The Forerunner 225 is an amazing product for joggers and professional runners. It offers a lot of options and tracks your path, heart rate and allows you to do much more than what you would expect. Keeping things real, it also looks impressive making it a complete package which is a must buy if you want to get healthy in style.

THE KING OF STILL PHOTOGRAPHY

NIKON D750 IS A MIGHTY SHARP SHOOTER

Reviewed By: Pratik Ghone



SPECIFICATIONS

13.3 inches, 1980x1080p Display, Windows (8.1), Intel Core M, 4GB RAM, 128 GB SSD, Up to 10 hours Battery Life



IMPRESSIONS:

The fight between Canon and Nikon is very impressive. While one takes breathtaking videos, the other dominates as a still camera. Hence, possibly the Nikon D750 was crowned as the Camera of the year for its breathtaking still image quality.

Good:

- The D750 has almost the same feature set of the much premium D810
- The 24 MP sensor with 51-points AF points allows for great still image quality
- 91,000 pixel RGB sensor is the same as D810's metering system
- Tilting 3.2" with 1.2m dots allows creative shots with ease
- With built in Wi-Fi and better battery life, it somehow outperforms the D810 in features
- 100-12,800 - ISO Sensitivity and 2 SD cards slot make it ready for any occasion

VERDICT

The D750 with its great features and impressive still image quality makes for a great package as a DSLR. Although cheaper than the D810, the D750 carries most of its attributes and even betters them to quite some extent. This is a great camera for professionals and enthusiasts.

GOPRO JUST OUTDID THEMSELVES

GOPRO HERO4 SESSION REDEFINES THE ACTION CAMERA GAME

Reviewed By: Pratik Ghone



Price - ₹ 33,782/-

SPECIFICATIONS

Smallest, lightest GoPro yet, Durable and waterproof to 33' (10m), no housing needed, easy one-button control, up to 1440p30, 1080p60 and 720p100 video, 8MP photos with 10 fps Burst



■ IMPRESSIONS:

GoPro Hero4 Session is what an action camera should be. It's small, easy to use, comes with its own set of protection and is easier to mount than ever before.

■ Good:

- Hero4 Session is smaller, lighter and waterproof without any housing
- It's smaller form factor and shape makes it flexible to change orientation
- Faster than most other action cameras when it comes to start/Stop Recording
- New Mic allows for better wind noise reduction
- Smaller yet provides similar battery life its larger siblings

■ Bad:

- Battery is non removable and will need a charge to get back in action
- This is nitpicking but changing settings requires a phone or a GoPro Remote

■ VERDICT

The GoPro Hero4 Session is an action camera that redefines the action camera game. It does not require a housing for going under water and the new form factor allows for endless possibilities. GoPro has truly outdone their possibilities with the Session and made us keen to see what next is in line.

A STYLISH AND SUMPTUOUS ANDROID WEAR SMARTWATCH

THE LG WATCH URBANE CARTERS THE STYLE ORIENTED CROWD

Reviewed By: Pratik Ghone



Price - ₹ 24,000/-

SPECIFICATIONS

1.3" Full Circle P-OLED Display with Gorilla Glass 3 and Full Metal Body with Screw-Less Back Cover, Fitness Integration with Built-In Continuous Heart Rate Monitor and syncs with sensors and applications for real time health and fitness data



■ IMPRESSIONS:

When LG Watch Urbane was announced it made the crowd curious to get their hands on a Smartwatch that looked like a traditional watch when worn on the wrist. What surprised everyone was its humongous price tag, but months later it has turned affordable to the sense where it becomes a must buy as compared to the other Android Wear Smartwatches in the market.

■ Good:

- The leather and circular steel built makes it stylish for just about every occasion and dressing style
- It looks more stylish than the utilitarian watches available in the market
- Performs like a charm and the built in LG apps offer a lot of utility

- Good battery life and the POLED Display offer day and night usage with ease
- LG Watch Urbane is IP67 dust and water resistant (up to 1 meter for up to 30 minutes)

■ VERDICT

LG's Watch urbane with the reduced price tag has become one of the best android wear smartwatches in the tech world. It was our choice for the best Smartwatch of the Year 2015 and it has the capabilities to go head on with next gen watches too. Go for it and flaunt it in style.

A PORTABLE GAMING HDD

WD MY PASSPORT X CATERERS XBOX ONE AND PC GAMERS

Reviewed By: Pratik Ghone



SPECIFICATIONS

Gaming ready, Xbox One or PC gaming compatible, performance-tweaked, USB 3.0 compatibility



IMPRESSIONS:

WD My Passport X looks like a freshly designed Passport series HDD, but that design signifies that it is not just a portable HDD meant for PCs. It is unique as it also allows Xbox One Users to expand their gaming library.

VERDICT

WD My Passport X is a god sent savior for Xbox One owners. It allows users to expand their gaming library to almost 4 times that of their console and with most gamers being normal human beings, it also serves great as a portable HDD. Only if this worked with the PlayStation – Eh We are asking too much of it! If you own an Xbox – Get this for sure.

Good:

- Can hold up to 50 Gaming Titles and expand Xbox One capabilities at half its cost
- Plug and Play capabilities allows users to share their gaming library with friends easily
- Can be used as a normal portable HDD too, making it versatile for most gamers
- Encourages Digital Storage and is a worthy upgrade compared to the limited storage on Xbox One

A PC IN YOUR POCKET

PANACHE AIR PC IS A 5 INCH WINDOWS MACHINE

Reviewed By: Pratik Ghone



SPECIFICATIONS

Intel Quadcore Processor, 2GB DDR3, 32GB, Inbuilt WiFi 802.11 b/g/n, Inbuilt Bluetooth 4.0, USB & Micro USB Slot, Micro SD Card Slot for Storage up to 128GB, HDMI Port to directly connect to Display, Pre-Installed Microsoft Windows 8.1



IMPRESSIONS:

How low can you go? You remember that song? Well, that is what comes to my mind as I hold the Panache Air PC – A fully fledged Windows 8.1 PC that is just a an inch larger than a conventional Pendrive.

Good:

- Form factor allows for easy carrying and great usability with just about any television or monitor out there.
- Windows allows you to not only do basic things but also push complex tasks thereby making it more than just a smart USB Stick.
- Performs like a Notebook and also gives plethora of connectivity options allowing accessories to be paired easily.

Bad:

- Struggles a bit while multitasking or trying heavy apps - but that is not what it is meant to do

VERDICT

Productivity has never been so easy to carry. Intel started the trend and Panache has just made it a tad bit beautiful as compared to their stick. If you are a Windows user who travels a lot and likes travelling light with the power to function when needed, this is the smallest Windows machine that one can own. Get it and brag about carrying your Windows Machine in your pocket.

BEST E-BOOK READER FOR READING ENTHUSIASTS

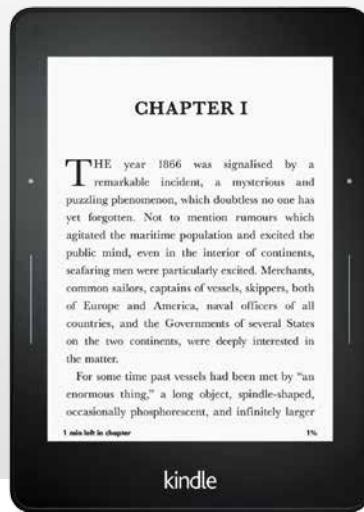
KINDLE VOYAGE IS POSSIBLY THE BEST E-BOOK READER BUT COMES AT A PRICE

Reviewed By: Pratik Ghone



SPECIFICATIONS

6" High-Resolution Display (300 ppi) with Adaptive Built-in Light, Page-Press Sensors, Wi-Fi and 3G



IMPRESSIONS:

We loved Kindle's Paperwhite but the Voyage just beats them all when it comes to E-Book readers. With some amazing connectivity options, best E-Book reader display and added features make it a no brainer choice for E-Book lovers.

- High Pixel Density allows for great reading experience. It also gets decently bright and is easy to read even under direct sunlight.
- The page turning capacitive buttons along with smooth touch allow for a very pleasant reading experience.
- Thin and light form factor makes it easy to carry as compared to most of the E-Book readers in the market
- Wi-Fi with 3G and good memory management makes it easier to carry your library or just build one while on the go
- Battery life still remains impressive despite the higher pixel density

VERDICT

Although the Kindle Voyage is pricey as a standalone E-Book reader, there is no doubt that it is the best. It has a great display with amazing features and thereby gets a huge thumbs up from our side. Get this if you love reading and want to upgrade from paper to something that gets closest to that experience.

A TELEVISION WITH THE BEST DISPLAY TECH TILL DATE

LG OLED TV TOTALLY CHANGES THE DIMENSIONS OF DISPLAY PERCEPTION

Reviewed By: Pratik Ghone



SPECIFICATIONS

13.3 inches touch screen, 1920 x 1080, Windows (8), Core i7, 8 GB RAM, SSD (128 GB), Up to 12.5 hours Battery



IMPRESSIONS:

When you think of an OLED display, the first thing that comes to your mind is Deep Black levels. In a world where there are few phones that house this display, when LG launched the first OLED television, everyone was awestruck and expectations built up. One look at this display and you will know why exactly this television won the Best Television Award this Year.

- OLED Display technology makes the pictures amazingly vibrant and produces some of the deepest black levels ever seen on such a large display
- OLED also consumes less energy thereby making this one of the best television for frequent viewers
- The curve feels natural and the 0.25 inch thickness is striking to look at. The design also makes it a desirable piece in your lifestyle rooms.
- Amazing display is accompanied with superb sounding speakers thereby eliminating the need for external speaker setup.
- Amazingly feature rich and a capable RF remote allows for excellent operations as compared to normal televisions. This also makes it a lot future proof, especially considering the Indian crowd that is reluctant to quick changes.

VERDICT

The LG OLED TV is possibly the best looking display that we have ever seen. With real world futuristic features, great display and capable speakers, this is one setup that is a worthy upgrade to your aging LCD setup. It does cost a premium as this tech is fairly new but one look at it and you will feel that it is well worth it.

WANT SPACE? – NOTHING BEATS THIS

TRANSCEND 8TB STOREJET IS WHAT YOU REQUIRE WITH THE CURRENT WORLD REQUIREMENTS

Reviewed By: Pratik Ghone



SPECIFICATIONS

Gaming ready, Xbox One or PC gaming compatible, performance-tweaked, USB 3.0 compatibility



IMPRESSIONS:

Everyone is upgrading their storage space thanks to smartphones being capable of shooting RAW images and 4K content. But, such content doesn't just require space, it also needs speed. Transcend 8TB Storejet promises to do that in a much easier to live with package.

VERDICT

The Transcend StoreJet 8TB is one hell of a storage package. It offers good speed as compared to other 8TB drives which are rare in India. We love the fact that Transcend has entered the revolution and offers an opportunity to professionals who wish to carry humongous amount of data. Enthusiasts who need space – Nothing beats this baby!

Good:

- The Transcend StoreJet allows for transfer speeds of up to 200 MBps
- Thanks to SMR (Shingled Magnetic Recording), the StoreJet is also able to boost its capacity by layering data tracks intimately on top of one another
- It features a One Touch auto-backup button to instantly backup user data, made possible by the complimentary Transcend Elite data management software
- The StoreJet also boasts AES-256 file and folder encryption and also offers 3 Years Warranty

PLAY WITH VFM TELEVISION SERIES

VU PLAY SERIES OFFERS A LOT OF VALUE FOR ITS PRICE TAG

Reviewed By: Pratik Ghone



SPECIFICATIONS

Intel Quadcore Processor, 2GB DDR3, 32GB, Inbuilt WiFi 802.11 b/g/n, Inbuilt Bluetooth 4.0, USB & Micro USB Slot, Micro SD Card Slot for Storage up to 128GB, HDMI Port to directly connect to Display, Pre-Installed Microsoft Windows 8.1



IMPRESSIONS:

VU entered the television market and totally shook it with amazing value for money products. The VU Play series adds to their DNA and brings immense value for what it's worth.

Good:

- We tested the 32 Inch television and really loved the amount of value that it provided.
- The Vu Play range features VGA and HDMI connectivity, headphone and auxiliary connectivity for audio, wireless mobile-phone screen sharing with Miracast, as well as MHL and DLNA for additional connectivity options
- The TVs are Internet-enabled and have access to various Internet-based services, including YouTube, Facebook, Twitter, and Web browsing.
- Advanced Super Dimension Switch, achromatic technology, a full colour optimiser and Digital Noise Reduction enhance the audio visual experience.
- The TVs have also been manufactured using moisture and dust-resistant components, along a promise of solid industrial manufacturing for quality.
- The Play series comes with an inbuilt digital media player, which supports various audio, video, and image formats allowing USB playback with ease. It also supports larger HDDs.

VERDICT

We loved the VU Play Series for its immense value. Good Audio and Visual experience alongwith current world technologies to go wireless makes this a sweet deal which you should definitely indulge in. No wonder, they won the award for Value television series of the year.

POSSIBLY THE BEST BLUETOOTH EARPHONES

JAYBIRD X2 ARE WORTHY SUCCESSOR TO THE BLUEBUD X

Reviewed By: Pratik Ghone



SPECIFICATIONS

In-Ear Style 6 mm drivers, 16 Ohm, 20-20000Hz, Bluetooth 2.1+, Built in Mic and 8 Hours Battery life

IMPRESSIONS:

The Jaybirds Bluebuds X were critically acclaimed to be the best Bluetooth earphones in the market and when they received an update this year, there were several expectations from them. In short – They stand true to just about everything one would expect from the best Bluetooth earphones.

Good:

- Excellent fit and comply ear tips provide superb comfort and agility for athletes
- Amazing sound quality with crisp highs and deep lows provide
- Adjustable cable and good built quality with a easy to open carry case make it complete package
- Amazing battery life makes it easy to live with and great for daily usage for several instances

Bad:

- No right or left marking on the ear tips confuses new users
- Pricing is a bit on the premium side

VERDICT

Jaybirds X2 are an amazing set of earphones and quite possibly can be considered the best Bluetooth earphones in the market today. Yes, it's a bit pricy, but they are well worth every penny.

PREMIUM LEATHER CLAD SOUND

HARMAN KARDON SOHO BLUETOOTH ARE LUXURIOSLY MELODIOUS

Reviewed By: Pratik Ghone



SPECIFICATIONS

Dark Leather Premium design, Bluetooth, 20 Hz~20 kHz, 9 Hours Music Playback



IMPRESSIONS:

First look at the headphones and they scream luxury. The leather clad headphones with premium built and great finish will appeal to just about every individual on planet earth. Harman Kardon is known to provide quality sound with a quality built and this time they've bettered themselves.

Good:

- Premium Built Quality makes a lasting impression and looks beautiful over just about every outfit
- Gesture controls make it innovative and easy to use as compared to conventional headphones
- Good sound quality and sound stage with clear highs and impactful bass response

- Decent battery life with easy recharge option and folding mechanism allows easy carry

VERDICT

Harman kardon knows what they are doing and that is clearly visible with the Soho Bluetooth headphones. They feel premium, sound amazingly well and also provide some great innovative controls. If you live style and music, this is a must buy.

ACER ASPIRE V NITRO

ACER ASPIRE V NITRO

Reviewed By: Abhi Kanel



Price – ₹ 92,000/-



SPECIFICATIONS

- 15.6 inches, 1920 x 1080p Display,
- Windows (8), Intel Core i7,
- 8GB DDR3 RAM,
- NVIDIA GTX-860M 4GB,
- Up to 6 Hours battery life

IMPRESSIONS:

Acer's new Aspire V Nitro really stands out with its incredibly gorgeous display quality and resolution. On top of that, it also fits in astoundingly good and loud volume, which makes watching movies and listening to the built-in speaker very complementing.

Good:

- Gorgeous Display Quality
- High-end Quad-core Processor
- Large display size
- Light and Thinner
- Amazing audio quality and volume
- Decent Bass on the speakers
- Looks appealing and premium

Bad:

- Big in terms of size
- Back panel gets easily bruised
- Lack of touchscreen

VERDICT

Acer has really done a great job with this laptop - it's got the performance capacity, amazing display quality, and loads of quality audio and volume. To top that, it's really got the looks.

SENNHEISER OCX 686G SPORTS

SPORTY LOOKING DESIGN WITH ERGONOMIC FIT

Reviewed By: Abhi Kanel



Price – ₹ 7,990/-

SPECIFICATIONS

- Cable has in-line smart remote
- Mic compatible with smartphones and portable players
- In-ear canal design, Ergonomic ear clips
- Anti-bacterial ear adapters, Oval-shaped, para-aramid reinforced cables

IMPRESSIONS:

OCX 686G is a sporty looking in-ear headphone that comes with ergonomic fitting and a cool design form factor. It sounds really good and hold on to the exterior of your ears very easily.



Good:

- Feels lighter and comfortable
- Ergonomic Design and fit for comfortable music listening
- Design looks very sporty and appealing
- Amazing sound quality
- Water Resistant

Bad:

- Deep Bass could be better
- Bit pricey

VERDICT

This earphone is most suitable for people who regularly go out for extracurricular activities and sports. Its ergonomic fitting, amazing sound quality and sporty look makes it a good choice to go for, also adding its water resistant quality, which makes it more durable.

PRO EVOLUTION SOCCER 2016

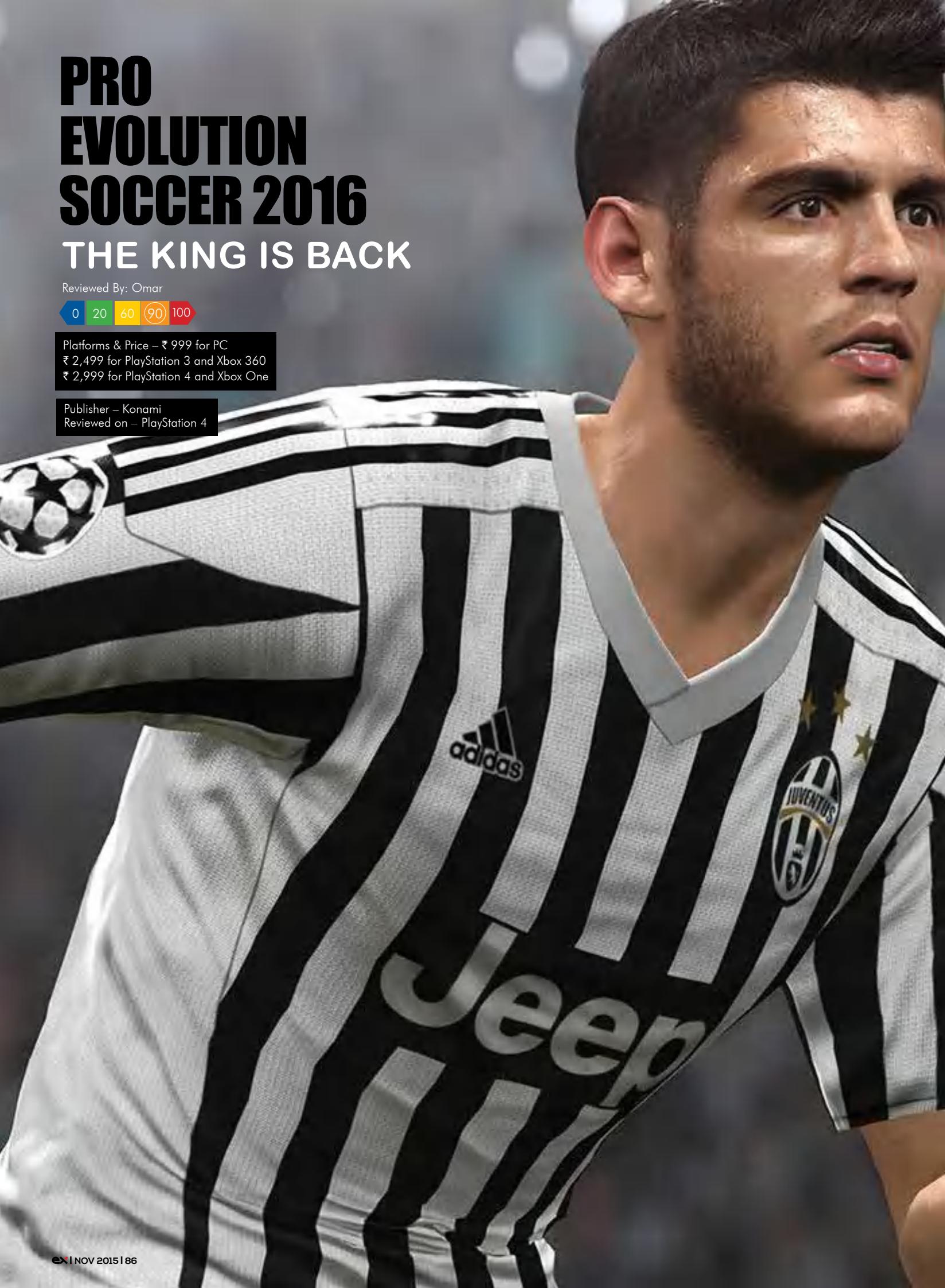
THE KING IS BACK

Reviewed By: Omar

0 20 60 90 100

Platforms & Price – ₹ 999 for PC
₹ 2,499 for PlayStation 3 and Xbox 360
₹ 2,999 for PlayStation 4 and Xbox One

Publisher – Konami
Reviewed on – PlayStation 4



■ FIRST IMPRESSION

PES v FIFA is the gaming version of Android v iOS. PES enjoyed its glory days back in the day when PlayStation 2 was the most advanced gaming console. Somehow, Konami's football franchise could not create its magic on PlayStation 3, and with English Premier League's worldwide popularity, FIFA zoomed way ahead in this race. With PES 2015, the franchise managed to claw its way back, and looks like this year, Konami and PES have finally nailed it. PES won the 'Best Sports Game' at Gamescom second year in a row and we know the reason why.

■ REVIEW

Arkham Knight begins a year after the events of Batman: We were all impressed with PES last year, and this time around Konami had to just put the finishing touches. Pro Evolution Soccer franchise was celebrating its 20th anniversary this time around and their anniversary edition couldn't have been better. From the minute you start playing your first game, there is a sense of playing the closest thing to the real game. Whoever loves fast passing and quick interchanges will feel at home with PES 2016. The lovely feeling of playing PES 5 or 6 returns here. It feels smooth and fluid and that feeling is constant.

Unless you really lunge into a leg-breaking challenge, referees will allow play to continue. And that is the beauty of PES 2016. Everything that happens on a real field is simulated in the game. The collision system is a welcome change. If Real Madrid and PSG play in a Champions League game, you won't expect Luka Modrić to outmuscle Zlatan Ibrahimović, and that is what happens in the game. A midfielder like Yaya Touré can bulldoze his way past people, while someone like David Silva will have to glide past them. Everything feels so real, so lifelike. You always see different animations of stumbling or slipping players, which all look convincing. All the credit here goes to Konami's proprietary FOX Engine. Having made its debut last year with PES 2015 and Metal Gear Solid V: Ground Zeroes, this engine was a powerful platform to build PES 2016 and Metal Gear Solid V: The Phantom Pain. The engine also affects the different conditions that you

choose for a match. On rainy days, the grass looks beautiful and you can actually see soaked player kits. PES 2016 also brings an option to celebrate each goal differently. Every player has 4 celebrations which can be executed with press of a button. The developers have also done a decent job with the crowd at stadiums.

AI is also much improved in PES 2016. When a player has possession, his teammates will make well-timed runs to create space. Similarly, if you fail to switch players while defending, the AI reads opposition moves well to prevent glaring holes in the defense. When you play against AI at Superstar level, they will rip you apart with clever runs and dazzling footwork. Also, the AI will put in those last-ditch tackles to avoid conceding. All in all, the AI highly contributes to this beautiful game.

As usual, English Premier League licensing is absent in PES 2016. But that is never a problem as PES community always comes up with patches for real kits and teams. However, PES 2016 does have licenses for most other popular leagues and teams. They also have acquired rights for UEFA Champions League and Euro 2016. Playing online in PES 2016 is a smooth experience. You really test your mettle here against good players across the globe. MyClub has also seen some impactful additions. If you are patient enough, your players' level will increase slowly but surely. MyClub feels as though it's been truly innovated upon. Konami knew this made needed work to compete with FIFA's Ultimate Team, and have delivered in a big, big way.

While, PES 2016 is one of the best football simulation games out there, it also has a few shortcomings. Most important is the player roster. New signings are not embedded in PES 2016 and we had to wait till end of October for a patch. Also, most of the popular stadiums are missing, most notably, Real Madrid's Santiago Bernabéu. Again, we will have to depend on the PES community to come up with innovative patches. Lastly, the commentary is definitely disappointing. In spite of getting Peter Drury on board, the chemistry between him and Jim Beglin goes haywire. However, these deficiencies do not take away much from a beautiful experience that PES 2016 is.

■ VERDICT

Pro Evolution Soccer 2016 is the best football game out there. Konami's development team has got a lot of things right like on-pitch physics which is very important in a simulation game. Also, the intelligent AI makes things easy and difficult at the same time. Though it is not perfect in every way, PES 2016 makes every minute spent in front of the television enjoyable. If you are not a fan of the beautiful game, then PES 2016 will take you on that path.

HYBRID COMPUTERS

Shreya Bhattacharya

- The real game has just begun..

Once upon a time, there was a desktop. Then came the handy laptop that widely replaced the desktop in no time. Next was tablet, which somewhat served the purpose of a PC, though couldn't replace laptop. And then...hybrid computers were born – a crossbreed of laptop and tablet.

Widely categorizing, there are various kinds of hybrid computers. Some hybrids have a dedicated detachable keyboard, in some other cases sold separately. Hybrid tablets have a standard tablet base with a detachable keyboard that resembles a laptop keyboard. They are usually sold together as parts of the same product, unlike slates, whose keyboards are an optional accessory. Other variations are laplets and convertibles. Laplet is a portmanteau of the words laptop and tablet; it is a cross of these device types. Convertible tablets have a slate tablet top-half with a keyboard bottom-half. They more closely resemble laptops, usually considered more as laptops than tablets, and are heavier and larger than slates.

The timeline of hybrid computers dates back to 2009 when the first products were officially launched. Among them was the Archos 5, a pocket-sized model with a 5-inch touchscreen, that was first released with a proprietary operating system and later (in 2009) released with Android 1.4. Many more products followed in 2010. Several manufacturers waited for Android Honeycomb, specifically adapted for use with tablets, which debuted in February 2011.

TABLETS THAT EVOLVED AS HYBRIDS...

Tablets are the new darling of consumer technology. The burst of fanfare generated by the iPad's initial release never faded, nor have sales. Dramatic success has encouraged definitive proclamations from industry prophets. The PC is dead – long live the tablet! Recent sales figures seem to back up the arguments – but a challenger approaches. Hybrids, a category so small that its sales are not individually tracked, is the real heir to the PC's throne.

Hybrids are a step towards a vision of future computing that replaces the PC with a dockable device that connects to a wide variety of peripherals. Future consumers will forgo a wide range of partially redundant devices in favor of a master computer that can do almost everything.

Most enthusiasts dreaming of this future peg the smartphone as the heir to the PC's throne. This theory is interesting, yet unrealistic. How can a powerful processor and sufficient battery be crammed into such a small space? How can a user fully enjoy a device with such a small screen? There are no easy answers to these questions – which may be why Samsung's Galaxy Note II has become popular despite jokes about the junk in its trunk. And that is not the only one in the joke-book!

The future of computing will be a story of convergence, not divergence. Multiple devices will fuse into a single master computer. This will not be tablets or smartphones, which are incapable of replacing modern PCs – hybrids will rise to take on this new role. The tablet will remain, but it will be pushed into low-cost markets or sold as an add-on to a computing ecosystem built around the hybrid. Viva la hybrid!





BUT THE TREND?

Everyone is talking about hybrid and many have already been scoring at the stores. However, the trend didn't start until the mighty three tech-biggies stepped in to the market of hybrid computers. And that's exactly what we are trying to prove in the following pages.

There was Asus Transformer Book, there was Dell Convertible Ultrabook, there was Acer Aspire Switch and there was HP convertibles to name a few...but the revolution has begun the day Microsoft Surface Book, Google Pixel C and

Apple MacBook Pro came to the stage. And the real game has started since then. The evolution of hybrid laptops has just begun – thanks to these mighty threesome.

The current scenario showcases that the comparison is going strong and tough between these, although the Pixel C can't stand the other two! Let's peek at a quick comparison between the much talked about Apple MacBook Pro, Microsoft Surface Book and the Google Pixel C.



APPLE MACBOOK PRO 15-INCH

Display: 15.4-inch screen with 2,880 x 1,800 display resolution (220 PPI, Pixels Per Inch)

Processor: Intel Quad-Core i7 processor clocked at 2.5GHz with Turbo Boost up to 3.7GHz (Can be configured to 2.8GHz of the same processor with Turbo Boost that can reach up to 4.0GHz.)

GPU: Intel Iris Pro Graphics with AMD Radeon R9 M370X with 2GB DDR5 dedicated VRAM
RAM: 16GB

Memory: 512GB PCIe-based flash storage that can be configured to 1TB



GOOGLE PIXEL C

Display: 10.2-inch screen with 2,560 x 1,800 display resolution and 308 PPI

Processor: Octa-Core nVidiaTegra X1 chip

GPU: nVidia Maxwell graphics card

RAM: 3GB

Memory: 64GB built-in storage



MICROSOFT SURFACE BOOK

Display: 13.5-inch screen and a display resolution of 3,000 x 2,000

Processor: Intel Skylake i7 or also known and referred to as Intel i7 6th gen

GPU: nVidia GeForce GPU with 1GB dedicated VRAM

RAM: 8GB that can be upgraded to a maximum of 16GB

Memory: Choice of 128GB SSD, 256GB, 512GB or even 1TB SSD

Microsoft Surface Book



QUICK CONCLUSION:

In terms of specs, Pixel C doesn't really stand to the comparison of the other two, but it is certainly one of the trend-setter hybrid computers. With the advent of these convertibles, we are sure the next tech-trend is all about hybrid computers and it would be faster and wider than ever.

With Love from Spain

- Riddhima Shishupal



I would definitely say that it was more of a trek than a trip. Must have lost a couple of kilos for sure. *haha*. But on a serious note, it was definitely worth every bit. Spain has always been that one place, I have looked forward to mainly because of its amazing food, (Tapas-can't forget mentioning that), the beautiful Rico wine and most of all, the picturesque beauty that cannot be compared. Five cities, eight days and here I am with a billion memories all set to pen them down. Special thanks to **Spain Tourism for this truly amazing experience.**

Day 1- The Travel

Bye! Bye! Mumbai. All of us gathered at the airport patiently anticipating what's going to take place next. As we checked in for our flight at 5am with heavy eyes, we introduced ourselves to each other. You definitely don't want to guess what happens when majority of the travel writers who are females meet up for a FAM. Flying via Turkish Airlines has been the best experience ever. The cheese platter on flight was incredible. Having a break journey at Istanbul was all we needed. As we walked up to the Turkish Airlines Lounge, the sight was so pleasing. The whole lounge so beautifully decorated with antique chandeliers and has altogether different themes in each and every section. The food was mouth watering and the Turkish coffee (which I was craving for) stole the show. Taking a 2pm flight from Istanbul to Madrid, obviously via Turkish Airlines again and experiencing authentic Turkish food on flight was a superb experience. What more can one ask for? At the Madrid, Barajas airport, we took a mini bus to the Ayre Gran Colón Hotel. One of the most luxurious properties in the city and why not, after all its owned by the Palladium group of hotels. Ok, so now the trip had started and we reached our first dinner place Le Platea. Heaven of a place! It's like a small food mall with different types of cuisines on every floor and a stage where one could have live performances. Caught up on a sexy ariel act there.



THE MOSQUE CATHEDRAL- CORDOBA



MADRID



AQUEDUCT-SEGOVIA



ALCAZAR-SEGOVIA



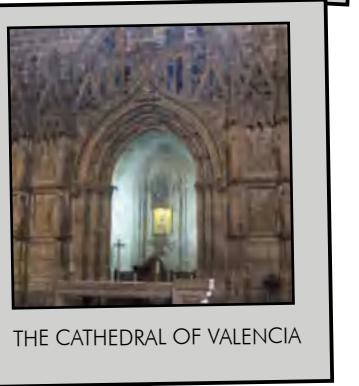
FLAMENCO DANCE MUSEUM -SEVILLE



METROPOL PARASOL - SEVILLE



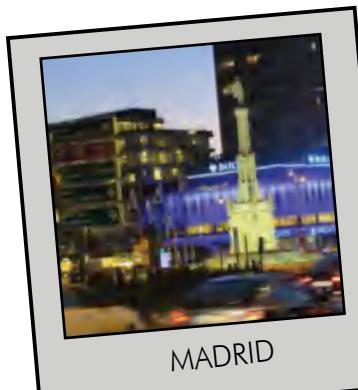
PLAZA DE ESPANA - SEVILLE



THE CATHEDRAL OF VALENCIA

Day 3- Segovia- Valencia

The day began early since we just had half of the day in this small and pretty city. Putting on my sports shoes, we set off for a walking tour of the entire city. Another beautiful spot was The Alcazar. Built during the 11th century over the remains of a Roman fortress, the Alcazar stands amidst the valleys formed by Eresma and Clamores rivers. A clear fairytale castle, which we read in those Ladybug books. Walking out from there was the stunning Cathedral. I can say its Gothic architecture at its best. It's known as the Dame of Cathedrals. The pictures could speak more. Shopping Tip: Please do buy Olive oil from the local market here. A super awesome lunch at the El Fogón Sefardí and then a quick transfer to the AVE station to our next stop Valencia. We also an entry into Renfe Lounge which was totally an icing on the cake. The business class of these Renfe bullet trains is mind blowing. Highly comfortable and super luxurious. Moving on, Valencia is one of the most beautiful places in Spain. My personal favorite on the whole trip. It is the third largest city in Spain after Madrid and Barcelona. Checked in at the NH Collection hotel. A lovely luxurious property. I loved room, the view and just all of it. A super amazing Asian dinner at the Ma Khin café. Beautifully decorated tables and all that's dreamy and pretty. The chicken croquettes are a must have here.



MADRID



CERVEZAS CALIFA-CORDOBA

Day 5- Cordoba- Seville

Making our way to the Mosque Cathedral which is another World heritage site was next on our cards. The Mosque cathedral of Cordoba is the largest Islamic monument in the world. It's basically a cathedral built inside a mosque. (at least there is peace in some corner of the world). The evolution of Caliphate's art can be clearly seen in the mosque however in the cathedral inside one can see Gothic, Renaissance and Baroque influences. Very peaceful and serene experience. In the drizzle, we walked towards the Alley of Flowers. So, it's a narrow, winding street with its iron wrought iron grillies and balconies decked up with flowers. We just experienced a beautiful view of the tower from this street. Just there, was The Patio. It's a traditional Cordoban house with whitewashed stone pillars on three sides. Just managed to buy a few souvenirs because I dint want to leave a chance to enjoy the Spanish rains. Haha. Spain is definitely an alcoholic treat because next we went to have a look at a micro beer brewery Cervezas Califa and it was loaded with beery flavors, I had never heard of. Finally, I figured the darkest beer on the menu would be listed last. That's how I ended up with the Sultana, a chocolate-and-coffee-infused one. Then, it was time for some munching so we ended up at the La Almudaina restaurant. Phew!!! Packed up bags stood ready and we were once again on our way to the AVE station to our next destination Seville. Thanks to the speed trains, we reached our place at 5pm. Checked into the suite of NH Collection hotel. We even explored the hotel a little in the beginning but I couldn't stop myself from visiting the Supercor which was just behind the hotel. Shopping and girls, I tell you! After taking a short break, we proceeded with a long 30 min walk to the Plaza de Espana. Now, this is one of the most beautiful squares in Seville. Currently it's used for a lot of activities like running, exercising, dancing etc. It's more of fitness square now. Finally, a silent dinner at La Raza.

Day 4- Valencia- Cordoba

Valencia is like the most happening cities of Spain. As we walked down the street in the morning, we saw people all set for the marathon. Loud music covered the streets people were dancing and walking around to the tunes. Real fun to do a good dance on the street with the crowd roaring and so happening. Valencia has got the beach so the climate is very much like Mumbai. Spain is full of Graffiti and Valencia is no exception. Not a wall that's not covered with spray paint and they are super awesome ones. The best place I visited here was the Cathedral because I got a glimpse of the most sacred Holy Grail of Jesus Christ. Felt so good. Also, we did experience a festivity outside the cathedral premises, where a bunch of men dress up like pirates with their shooting guns were bursting crackers. Something I had never experienced before. We then headed to the city of Arts and Sciences. A good walk through the entire place. The place is very futuristic and made in a way that you might just need one full day to see it completely. This was then followed by Lunch at the beachside restaurant Sorolla at Las Arenas. All I could speak about now was paella! Paela! I don't want to compare it to biryani because they are pretty same still way different. Off to the AVE station once again to our next destination Cordoba. I had heard a lot about the city having a lot of Islamic influence. Was eager to see the Roman-Islamic mix. Thanks to the Renfe bullet trains, the journey seemed nothing. The day ended with checking in at the Las Casas de la Judería hotel and a warm dinner at the La Fragua tavern. I have never really had such amazing Salmorejo ever. Got the recipe. haha

Day 6- Seville

We started the day at The Royal Alcazar, which is one of the most important Seville's history. It is a group of palaces built throughout Seville's different historical periods. The Moorish architecture is worth a watch. It is the oldest royal palace still used in Europe. Next to it, is the Cathedral. It is the biggest Gothic building in the world, and the third biggest temple in Christendom, after Saint Peter in Rome and Saint Paul in London. Beautiful paintings and not seen before art decorates the Cathedral. Lovely stories revolve around all the artwork. Walking out from there we reached our lunch place, Gourmet El Corte Ingles. commendable Tapas, must say! The city is all brand conscious with the presence of ultimate brands like ZARA, Valentino, HnM etc. From there we walked to the beautiful Santa Cruz (definitely not like the one after Khar road). It is the oldest Jewish Quarter. Next, was the Metropol Parasol. The view of the city is breath taking from the top. Then came the most favorite part of the trip- The Flamenco Dance. Shaking a quick leg with our Flamenco instructor, Victorat Museum of Flamenco Dancing was a delightful experience. We tried our best to get it right as we were totally motivated us by Victor's Perfecto. We were mesmerized by the performance we saw next. 1 one hour of watching sheer excellence. I couldn't take my eyes off them. The band and the dancers were flawless and up to the beat. Dinner and conversations ended the day at the restaurant El Rinconcillo.

Day 7- Seville- Madrid

Checking out from the from the hotel, on our way back to Madrid, via the Renfe high speed trains, watching the view through the window and sipping on a hot cup of coffee, I really wished I could spend more time in this country. The last day was pretty light. We visited the YOUnique in Only YOU Hotel & Lounge (it's compact and cute) which also a Palladium hotel property and also an under construction site of the hotel near Atocha AVE station in Madrid. After that, we visited the Turkish airlines head office in Madrid where their officials gave us a deep insight of the airline and its current reach post which we took off the Madrid city tour bus and explored the city quickly. A quiet Spanish dinner at the Restaurant La Capilla de la Bolsa made our last dinner very special.

Day 8- The Return

We had an awesome trip back home. Thanks to Turkish Airlines for its wonderful onflight facilities, Renfe, for its super fast connectivity within all the cities which actually made our travel much lighter and Spain Tourism for making this a memorable one. Spain never felt so good. Adios.

Flying with Turkish Airlines...

Basically, I flew with Turkish Airlines for the first time and trust me guys, the experience was phenomenal. The warmth, comfort and the food are just too good to be compared. Its luxury is altogether to another level. From the smooth take off to my first step in Madrid, it was all so well arranged and things were put together so well, that the journey of 11.5 hours didn't feel much of a headache. (though we did have a layover at Istanbul). The crew on all our 4 flights was friendly and caring. I can say this because I called for orange juice 4 times. And she never really denied once. Haha. The hospitality and services offered by Turkish air mesmerize you into the essence of Turkey. Totally in awe.



The Turkish Airlines lounge at Istanbul

The Turkish lounge is an exquisite property of Turkish Airlines at the Istanbul Airport. So, business class passengers (like us) get to relax and chill for a while before jumping on to our connecting flight. The place has got amazing interiors and each section is designed with a unique theme catering to Turkish Air. It's a 2 floor wide spread lounge having ample of space for passengers to have a quick bite and enjoy the wifi connectivity. There is a separate section for reading with an enormous range of books, a small box golf course, a mini movie theatre and some more amazing activities. The food is extravagant. It's like a feast. The architecture and design will definitely leave an impression on you and will surely force you to visit Turkey again. And yes, please do not forget to have the authentic Turkish coffee at the lounge. It's surely never had before stuff.

"Thank you Turkish Airlines for this truly amazing experience. You guys rock!"



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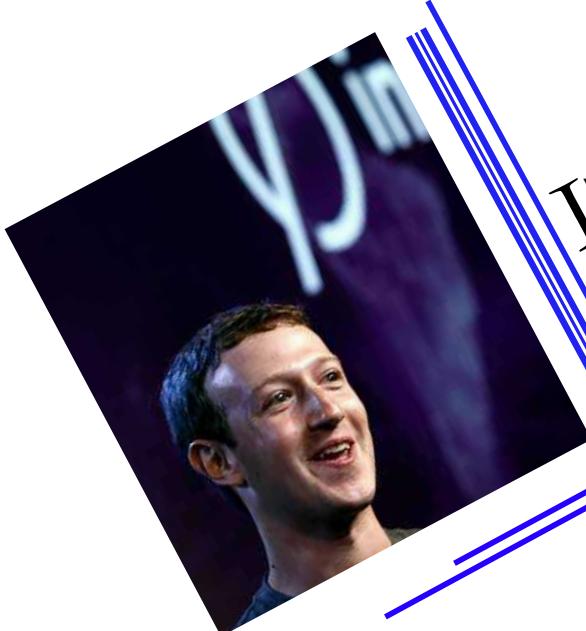


IT TAKES A LEADER TO DELIVER

BLUE DART

INTERNET.ORG

The “controversial long term roadmap”



Internet.org – here is the term that is making some real good noise in tech world. I am sure more than half of the world is pretty well acquainted with the term, however, many are still to know the whereabouts of the same.

While the initiative is widely accepted in various parts of the world, it is more criticized for violating net neutrality and favouring Facebook's own services over its rivals. This tutorial is all about the term itself, its reception and current status worldwide – an initiative to enlighten one and all about internet.org.



WHAT IS INTERNET.ORG?

Internet.org is a partnership between social networking services company, Facebook and six companies - namely Samsung, Ericsson, MediaTek, Opera Software, Nokia and Qualcomm- that plans to bring affordable access to selected Internet services to less developed countries by increasing efficiency, and facilitating the development of new business models around the provision of Internet access.

Internet.org was launched on August 20, 2013. At the time of launch, Facebook's founder and CEO Mark Zuckerberg released a ten-page whitepaper he had written elaborating on the vision. In the paper, he wrote that Internet.org was a further step in the direction of Facebook's past initiatives, such as Facebook Zero, to improve Internet access for people around the world.

The first Internet.org summit was held on 9 October 2014 in New Delhi, India. The primary objective of this summit was to bring together experts, officials and industry leaders to focus on ways to deliver more Internet services for people in languages other than English. Zuckerberg also met Indian Prime Minister Narendra Modi to talk about how Facebook and the Indian government can collaborate on Internet.edu.



INITIAL RECEPTION AND HOW MARK RESPONDED

Internet.org has been criticized hard for violating net neutrality and favoring Facebook's own services over its rivals. However, Mark Zuckerberg says Internet.org and net neutrality “can and must coexist,” despite a backlash against his organization, which aims to bring free internet access to the developing world. But then, it can't, at least not from where users sit –that's what the analysts believe.

Right after the launch of the initiative in India, several Indian publishers decided to remove their

services from the Internet.org app, claiming the app violates the basic tenets of net neutrality. The app offers users in developing countries access to a select group of services, like Facebook, news sites, and health information, without paying data charges. That's possible because, in the countries where Internet.org operates, the group has negotiated these terms with local carriers. The Indian publishers took issue with this setup, often referred to as “zero-rating,” arguing that giving away some services puts those services that aren't available on the app at a disadvantage.

Zuckerberg initially tried to defend the best possible ways arguing that net neutrality "ensures network operators don't discriminate by limiting access to services you want to use," a policy he said he fully supported. And yet, Zuckerberg glossed over the fact that Internet.org is providing its own kind of preferential treatment. Technically, Internet.org is an open platform any website or app can join, but as Zuckerberg notes, it would be impossible to give the entire Internet away for free.

That means most services necessarily must be left out if Internet.org is to be financially viable for carriers. This would create a system of fundamentally unequal access for the companies trying to reach these users and for users themselves.

For the companies, it meant the power to decide which Internet users they were able to reach was out of their hands. Instead, it's up to Internet.org, local governments, and carriers to decide which services are vital enough to secure a space within the Internet.org app. And for users, it means having

access to only a sliver of what is supposed to be the worldwide web. As we've said before, this creates "an Internet for poor people."

It can also create the expectation that access to the Internet always will be free, a mindset that can be difficult to overcome.

So the question Zuckerberg ought to be answering is not whether the Internet.org model runs counter to the core tenets of net neutrality. That answer seems obvious. Instead, the question is whether the same rules should apply in places where people don't have access to the Internet at all, let alone equal access. In other words, is it okay to suspend some of the net neutrality absolutism the tech community has rallied behind in the US if it serves a greater good in the world's poorest countries?

Zuckerberg didn't admit it outright, and of course, he probably never could, considering how the tech world at large feels about net neutrality. But his post made it clear that he believed the positives of giving

people even limited free access to the internet outweigh the concern about playing favorites, when the alternative is no access at all.



■ MARK'S ACTION POST NET NEUTRALITY ROAR



After all the net neutrality chaos, Mark decided to expand internet.org. He said he is no enemy of net neutrality, and to prove it, he made a few changes to Internet.org, a Facebook-led effort to bring internet services to the developing world.

The declaration came just weeks after several Indian publishers accused Internet.org of running afoul of net neutrality, because the organization was working with mobile carriers to determine which websites qualify to be included on the central Internet.org app, which is available for free across the devel-

oping world. The publishers argued that by giving away free access to some websites and not all of them, Internet.org was creating an unequal internet.

The Facebook founder announced that from now on, any developer can offer an app through Internet.org—as long as it meets certain guidelines. At the time, Zuckerberg defended Internet.org's approach. Now, however, it seems that the criticism may have struck a chord, inspiring him to tear down the walls that surround Internet.org.

■ AND FINALLY...

Now, developers can join Internet.org if they can adhere to certain guidelines. In addition to agreeing to some technical requirements, they must prove that their app inspires users to explore the internet beyond the basic free services, an obvious attempt to convert free users into paying users down the line. Developers must also create a simplified version of their app or service, so it will work in places with limited connectivity.

As Chris Daniels, Facebook's VP said, this open structure had always been a part of Internet.org's "long-term roadmap." The debate in India certainly accelerated the plans. The backlash also gave the team perspective as to what people's biggest issues with the platform were.

"When we listened to the people spearheading the net neutrality debate, the primary things we heard were around consumer choice and making sure that any developer can join," Daniels said. "Today we have addressed those."



IPHONEOGRAPHY

Mobile photography

Shreya Bhattacharya



iPhoneography or more popularly known as Mobile phone photography – that's what we are gonna talk about in these pages. Let me clarify at the beginning that this is not really a genre of photography, as we normally cover in our Shutterbug section. But it is probably the most popular mode of photography today's generation is adopting – partly because of the ease of their use and mainly because there are so many good camera phones available today in the market.

Let's talk about mobile phone photography – how it evolved, how things are changing, few tips and our picks of few best camera phones available in the stores today.

THE RISE OF MOBILE PHONE PHOTOGRAPHY

From candid snapshots to sleek ad campaigns and everywhere in between, mobile phone photography has advanced rapidly in a few short years. What could be the possible reasons for the same?

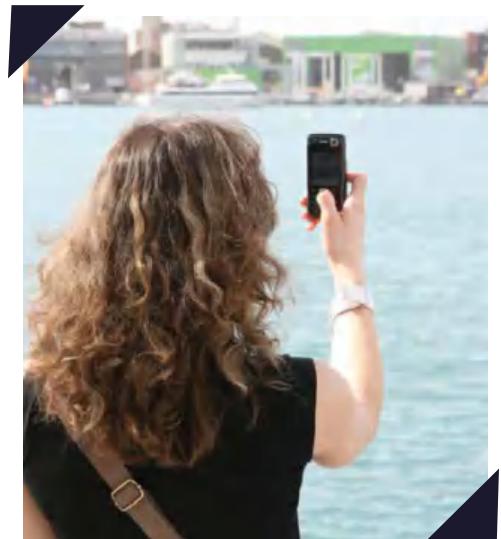
Here are few probable reasons.

CANDID AVAILABILITY, LIBERTY FOR POST-EDITING AND CHEAPER

Your phone camera is your best camera, because it's always with you. When people say this about mobile photography, or iphoneography as it's also called, they're usually talking about snapping those unexpected moments: a man in a banana suit on his way to work or a celebrity involved in a punch-up or maybe just a beautiful sunset. Certainly, mobile photographers are much more prolific than average amateur "big camera" enthusiasts. They have their photographic brains switched on all the time, looking for possibilities. And the ubiquity of these cameras, combined with their unobtrusiveness, have made them particularly effective at capturing candid moments in public spaces.

But, for many, the initial snap is just the start. It's the raw material for a new creative process. Most mobile phone cameras take very dull photos. But it doesn't matter, because there are hundreds of apps to help you turn them into something amazing. And that's what's really at the heart of it.

Costing pennies, mobile photography apps give you the creative power of Photoshop, and more besides, without being tied to your desk. This makes mobile photography incredibly liberating for the creative photographic spirit. Suddenly, every free moment is an opportunity to both take and craft images. These apps have accelerated the creative process, as well as allowing you, quite simply, to be more creative, more of the time, for less money.



INSTANT GRATIFICATION

The ability to show your images to the world on platforms such as Instagram has made mobile photography an incredibly vibrant genre. A few years ago, you might have taken the world's greatest photo, but it would be destined to sit unseen on my hard drive – and that wouldn't have given you much of an incentive to take more. Of course, you could upload my big camera photos to photo-sharing websites such as Flickr, but that would mean shuffling back to the desk, connecting cables. Sharing via mobile phone is hassle-free. Your latest creation can be exhibited to the world immediately – and people can give feedback straight away.

People love getting comments about their photos and take great inspiration from the images of others. It is a little wonder, with such a vibrant web of personal exchanges, that the genre has been booming, resulting in millions of people taking great photos every day, and experimenting (or "appsperimenting") with their images in highly creative ways.

The importance of apps for mobile photography means the genre is characterised by, and criticised for, highly processed images that can bear little connection to reality. But big camera photographers distort reality, too. Before they shoot, they choose shutter speed, aperture and ISO to achieve their desired effect. Many photographers tweak their images in Photoshop. So where does this idea of objective photographic reality come from? We see reality all the time through our eyes, so it's nice to take a break from it.

TIPS TO CLICK LIKE A PRO WITH YOUR SMARTPHONE

Camera phones have some inherent strengths and weaknesses, and by emphasizing the good and downplaying the bad, you can take silence naysayers before they can get to the enter key. Here are some things to keep in mind when firing up the photo app on your iPhone, Droid, Lumia or whatever.

GET CLOSE

Many cell phone cameras, especially the iPhone, really start to shine when you bring them in close to your subject. The small sensor provides a relatively wide depth of field so you can get entire objects in focus where cameras with bigger sensors and longer lenses would have trouble. When getting close, you can also usually have more control over the lighting of your subject. Are bright patches in the background of your composition throwing off the camera's meter and making your subject dark? Get closer and block it out altogether. Small detail shots can be quite effective if done right.



CROP, DON'T ZOOM

Many smartphone cameras offer a digital zoom function, but you're almost always best served by pretending it doesn't exist. Even in the liveview preview, you'll be able to see how noticeably your images degrade the second you start to "zoom." The camera is simply extrapolating what's already there and basically guessing what the image looks like. It gets ugly fast. When you're cropping, however, you're actually just sampling pixel info that was actually recorded. Many smartphones have 8-megapixels of resolution and sometimes more. That means you can crop substantially and still have plenty of resolution left for display on the web. And the lack of gross upscaling artefacts will help mask the fact that it was taken with a phone.

EDIT, DON'T FILTER

If you want your images to be unique, the last thing you should do is paint them with the same filters that literally millions of other people are using. I suggest getting a full-on image editing app like the excellent SnapSeed, Photoshop Express, or iPhoto. They'll let you make reasonable adjustments, like contrast, sharpness, and color temperature. Stuff you'd actually do with images from your big camera. It's also not crazy to dump your images into Lightroom or another piece of editing software if you don't feel the need to share them right away. OK, it's a little crazy, but people do it.

DON'T ADD FAKE BLUR

Depth of field will always be one of the biggest challenges for a smartphone camera. Wide angle lenses and tiny sensors make any substantial background blur difficult to achieve. But faking it almost always makes things worse. First, blur added with an editing app is usually applied uniformly across most of the frame. That's not the way a lens works, so it looks unnatural. Second, it's hard to be precise when selecting the object you want in focus so you can end up with harsh transitions from sharp to blurry. It's distracting and a dead giveaway that you've been messing with the image. If you want the viewer to focus on one specific thing, make it the central object in the frame. Try to keep your backgrounds as simple as possible, even if it means asking your subjects to turn around or move a few steps back. It's worth it.



CHOOSE A BETTER CAMERA APP

This one applies more to iPhones users than Android and Lumia users. But in any case, the goal is more control. There are a couple of standard choices in this category and any of them will treat you better than the stock camera app. Whatever you pick, it's worth it to spend a little time really getting used to it. It seems silly to take out your phone and practice taking pictures, but you'll be glad you did it if you manage to catch a great shot while others are still flipping through pages of apps or trying to turn off their stupid flash.

DITCH THE FLASH

The problem with many smartphone flashes is that they don't actually, well, flash. They're glorified LED flashlights, thrust into a duty they're not fully prepared for. They are bright, but the color temperature can be gross and they miss one of the primary duties of a strobe: freezing the action in the frame. The actual "flash" duration is much too long, so you end up with an image that's both blurry and terribly-lit. Not to mention how close it is to the lens, which makes those horrible demon eyes almost a given.

KEEP YOUR LENSES CLEAN

Your pocket is not a clean place, and the grime that lives within loves to glom onto your smartphone camera lens. The results are hazy, dark images that won't look good no matter how many retro filters you slap on them. The lenses are now remarkably tough, so giving them a quick wipe with a soft cloth can't hurt. Once in a while, it's worth the effort to break out the lens cleaning solution and really get the grime off of it.

WATCH THE LENS FLARE

Adding lens flare is another trend in mobile photography right now that's getting more overdone by the minute. But, this one can actually work for you if you do it the natural way. The tiny lenses are often more prone to wacky light effects than their full-sized counterparts, so you can really play it up if you want to. A silhouette with a bright, flaring background can actually look very stylish.



FORGET NOT THE RULES OF PHOTOGRAPHY

This is by far the most important suggestion of all. The rules for taking a good picture don't change when you switch between cameras. Just because the camera can also make calls, doesn't mean you should ignore everything you know about balanced composition and expressive lighting. If you need to keep the rule of thirds or golden ratio layover on your screen at all times to help remind you, certainly turn it on.

BEST CAMERA PHONES – Our Picks



LG G4

If a camera is what you are looking for in a smartphone, then you don't need to look beyond the LG G4. The laser assisted auto-focus is blazing fast and the phone takes really good images with good color reproduction.



Samsung Galaxy Note 5

If low light photography is something you fancy, then this is your weapon of choice. Clicking pictures on Galaxy Note 5 is quick, snappy and quality is flawless. With a wider f1.9 aperture lens the images this smartphone camera produces are gorgeous.



Samsung Galaxy S6 Edge

The Galaxy S6 Edge has the same camera as the Note 5. Low light photography and the ability to instantly edit your photos with the pre-loaded software will make you clicks an instant hit on Instagram!!



iPhone 6 Plus

The iPhone 6 Plus offers an 8MP camera with optical image stabilization which is a first from Apple. So along with the great camera algorithm, you get sharper and better focused images. While 8MP might not sound much in comparison to the current crop of premium Android smartphones that offer up to 20MP sensors, the quality and speed from the 8MP shooter in the iPhone 6 Plus is way above the rest.



Sony Xperia Z3 Plus

The Sony Xperia Z3 Plus comes with the same camera as its predecessor, which means it's just as good. There are algorithmic changes too, which make it a tad better than the Z3 from last year.



ZTE Nubia Z9

In the sub-20K price band, there is one phone that beats all others in the camera department – ZTE Nubia Z9 Mini. It's 16MP rear camera is very well comparable to the Galaxy S6, which should tell you everything you need to know about it.



Huawei Nexus 6P

At the launch event, Google had compared the images clicked with Nexus 6P to that of the iPhone and claimed better quality. Well, no comments directly on that, but what we see in the smartphone so far, we feel the camera is certainly one stellate feature of the device.



Huawei Honor 6 Plus

Huawei Honor 6 Plus has accomplished that which many Android smartphones have failed to do. It has beaten the iPhone's camera. That said, the phone costs half of what the iPhone or other flagships cost, making it the best value in terms of camera quality in smartphones today.



Lenovo Vibe Shot

A smartphone on the front and a point and shoot lookalike on the back, this smartphone is the ultimate choice for the budding photographers. The tricolor flash coupled with lots of manual controls makes this a great snapper.



iPhone 6

The difference between the iPhone 6 Plus and iPhone 6 is that the former has optical image stabilisation. So, if you are not shooting a lot of images in low light, then go for it.

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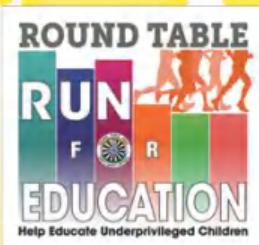
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HOW TO

CHOOSE THE PERFECT BOTTLE OF CHAMPAGNE?



Champagne wishes can really come true if you have the right tips on buying the bubble bottle. There's one just right for every taste, price range and celebration. So, read on and prepare to raise a glass as we cover colors, levels of sweetness and types of Champagnes.

COLORS:

Color doesn't just affect how Champagne looks in a glass but also how it tastes.

Blanc de Blanc

Boat shoes, sneakers, loafers or slip-on's are the best shoes you can wear casually. They are comfortable, stylish, and can be worn with any outfit. So, invest in these shoes wisely, you will need them often than not.

Blanc de Noirs

Athletic shoes should be worn at the gym or to an outdoor activity so that you are at ease and stay comfortable throughout the day. These shoes can occasionally be worn with denims but strictly not with formals. Canvas shoes should be worn with most of your casual day outings and could also be paired with chinos. You can always experiment with different styles of sneakers being trendy and stylish.

Rosé Champagne

Boots are a must-have in your wardrobe, as they look very manly and edgy. Invest in a very solid pair of boots or high-ankle shoes. These will add a lot of variety to your wardrobe and give you many options while deciding for an outfit.

SWEETNESS:

Sugar is usually added to sparkling wine during production but the amount varies considerably. Fortunately, the label tells you how dry or sweet the champagne is.

Brut (dry)

It's moderately dry and best for drinking with meals.

Extra-dry (extra-sec)

It's slightly less dry than brut and you would have a glass on its own or before a meal.

Demi-sec

It's sweet and best for drinking with dessert.

TYPES:

Look for these words on the label to search out inexpensive to moderately priced options.

NV

Non-vintage means the grapes used to make the wine are from multiple years. Non-vintage sparkling wines are much more widely available and cheaper than vintage versions.

Prosecco

Made in Italy, this budget-friendly bubbly tends to be fruity with a hint of sweetness.

Cava

A dry, earthy, and economical sparkling wine, Cava is primarily produced in Catalonia, Spain.

Prestige cuvée, (têtes de cuvee)

Champagne made from what the vintner considers to be their best grapes from the best years. These wines often have ornate filigreed labels and cost hundreds of dollars.

HOW TO

GET THE PERFECT BICEPS?



Your biceps tend to be a highly noticed muscle group by others. So, if you have nicely developed arms, people are going to know you're on top of your workout game. Follow these 5 exercises religiously and get the perfect envious biceps.

THE BARBELL CURL

This curl allows you to overload those biceps with a heavy weight. Most trainees are slightly stronger when lifting a barbell versus a set of dumbbells. So, this is a great one for maximum strength development. When doing the exercise, the primary thing to focus on is that you're not cutting the movement pattern short and that you're not allowing momentum to be caused.

INCLINE DUMBBELL CURL

The second exercise to add is incline dumbbell curls. This exercise is one of the best to help prevent that momentum issue from happening. As I just mentioned, it essentially restricts the movement of the back. When doing this exercise, you will feel maximum tension on the biceps. So don't be surprised if the weight is slightly lower. As long as you're pushing yourself hard, using the lower weight but maintaining proper form it will give good results.

STANDING BICEPS CABLE CURL

If you're looking to target the deep-tissue muscle fibers, cable curls are a good bet. Since the pattern of movement is less stable with this movement, you will call all the stabilization muscles surrounding the biceps into play as you execute the exercise. You can use a variety of different attachments to perform the cable curls including a rope, a straight bar or rotating cable handles that allow you to workout using one arm at a time.

REVERSE GRIP BEND OVER ROWS

After you've included regular straight rows within the program, you may also want to consider adding reverse-grip rows as well. These are going to place a slightly greater stress on the biceps muscles as opposed to straight rows. So they will be a better exercise for those strictly targeting the biceps.

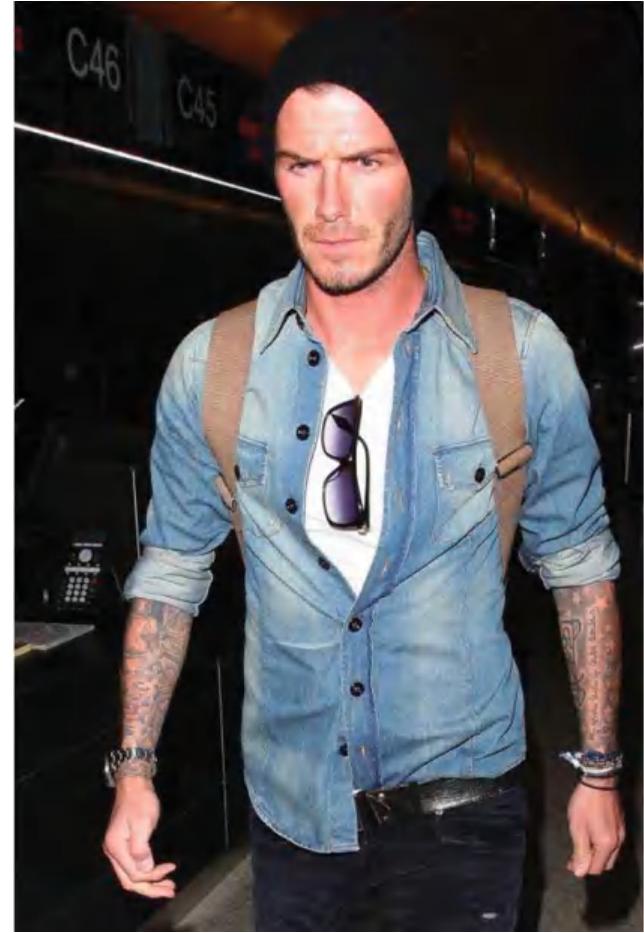
CONCENTRATION CURL

Finally, the last of the exercises to consider blasting your biceps into growth are concentration curls. When done while sitting, these will limit the degree momentum play in the execution of the exercise and place all the emphasis right on the biceps muscle. There will be no helper muscles called into play when doing concentration curls (when done properly), so this is a good one to add in at the very end of your workout when you're really looking to finish off the biceps and fully exhaust them.

It wouldn't be recommended to include all of these exercises in each and every workout you do, but by interchanging them from workout to workout you will keep the stimulus high while never allowing your muscles to get too adapted.

HOW TO

STRIKE A DENIM DEAL?



Jeans aren't for T-shirts anymore. You can wear them with anything and for any occasion. All you need to know are some basic rules.

READ THE FINE PRINT

A denim shirt is a reliable ally when you are not the top man but you are no small grunt either. Your style at work can't set the norm but there's no reason why it should blend in with the rest. Combine a traditional suit with a printed denim shirt. Keep accessories to the minimum. No fancy belt or shoes. Leather lace-ups are good enough to beat the Monday blues but if you have to catch up with your friends at a local watering hole post work, get into a pair of sneakers.

RULE IN JACKETS

When the whole office is trying to pull off casual Fridays with their favorite jeans and tees of various lengths and fits, throw in a surprise Yorker by pairing the combo with a suit jacket. Just push back the sleeves of the jacket to add to that nonchalance. Rolled up or pushed back sleeves mostly serve to dress down something that otherwise would be too formal or dressy for the occasion. A pair of canvas shoes will further take your boyish charm up a few notches.

GET SOME COLOR THERAPY

A weekend team building initiative with colleagues is the right time to pull out your colored denims. You have to be picky about the fit with colored denims as it draws more attention to fit because the color becomes the statement piece in the outfit. Don't break the style rule. Color on the bottom means neutral on top. A multi-colored sneaker could ruin your look. Try something more neutral yet sophisticated like lace-up boots and oxfords.

LOOK WAISTWARD

A denim vest should be a good option. It's versatile and exudes an effortless air of rugged masculinity apt for the outdoors. Team it up with a printed cotton shirt that will not only keep you comfortable but also provide an interesting contrast to the ruggedness of the jacket. Keep your shoes strictly casual with this look. Either loafers or canvas lace ups. Finish off the head-to-toe denim look with a classic steel strap watch for added sophistication.

SET THE FORMAL TONE

In a formal setting, the aim is to create a chic look, which plays on solid colors with little or no texture. A light colored denim with a slim fit formal shirt and a tie is ideal for a regular day at work. Pulling off the right denim for work has more to do with the fitting and fall than it is to do with the finish. Wear a denim jacket and a slim tie to add more character. To add a little depth and drama, wear a dark denim jacket and you are ready to call the shots.

HOW TO YOURSELF FOR A ONE NIGHT STAND?



Taking a girl from "hello" to sex within a couple of hours really confirms your confidence in the game. The truth is, one-night stands benefit those involved because it basically gives two people the opportunity to fulfill their primal urges without any drama or strings attached.

THE APPROACH

Considering that you want to sleep with this girl in a couple of hours, your first impression must be pristine. So, leave those cheesy lines and lame jokes for another time. Approach her with confidence and start making conversation. It's important to exude confidence, which will quickly get you in charge of the situation. Once in charge, make sure you do everything in your power to make her feel good.

HER SIGNS

When going for the one-night stand, it's absolutely paramount to read her body language. The problem here is that she won't tell you what she thinks about you. Considering that most women love the extra attention you're giving them, you can basically love a whole night trying to spit game at someone who has zero intentions of ending up with you at the end of the night. So, if she's close to you and her body is open towards you, it's good. If she seems reserved, closed off and is leaning away from you, that's a bad sign.

TAKING IT TO THE NEXT LEVEL

Okay, if things are looking good, it's time to start making some serious moves. Move closer to her, start touching her and eventually lean in for a kiss. Don't go all the way; make her work for that little extra lean. Grind on the dance floor, start some heavy make out sessions and basically do whatever you need to get her juices flowing.

WHEN YOU KNOW FOR SURE

You should ask to go to a quite place like a lounge or a place where just the two of you can grab a bite to eat. It brings you one step closer to going home with her, while providing that little comfort zone making sure to not rush it and turn her off.

THE GRAND FINALE

Start things the moment you enter through the door. This is what you came for. So there's no point in wasting time. No need to talk about useless stuff, just tell her how sexy she is and how much she's turning you on.

THE EXIT

You can play this in a number of ways, but ideally, you should just tell her that you had a great time and bust out. You've got no more obligations, and if more sex is to come from it, I don't think you're going to hate it.



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THE MAZE RUNNER – THE SCORCH TRIAL

Why do I love Post-Apocalyptic Dystopian movies?

Jay Bhargav



a

s much as I like watching a movie with a lot of Human-clashing-Human scenarios, I prefer them when their paradigm is all about the protagonists facing extraordinary situations. Situations he has never imagined, situations he thrives to survive as he loses the count in his clan and situations that have an intense capability to harm his loved ones.

When the First Maze Runner movie was released, I went to a nearby theatre and sat through it considering it to be a wonderful attempt to showcase conflict of interest in the protagonist. He can either choose to be safe between those closed walls with the other gladers, avoiding all the monsters hiding in the dark or he could man-up and find the reason to his existence in these circumstances. In the end he does manage to uncover a few secrets as to all that misery he has lived through was simply an experiment organized by – WCKD, or 'Wicked' as the characters in the movie call it.

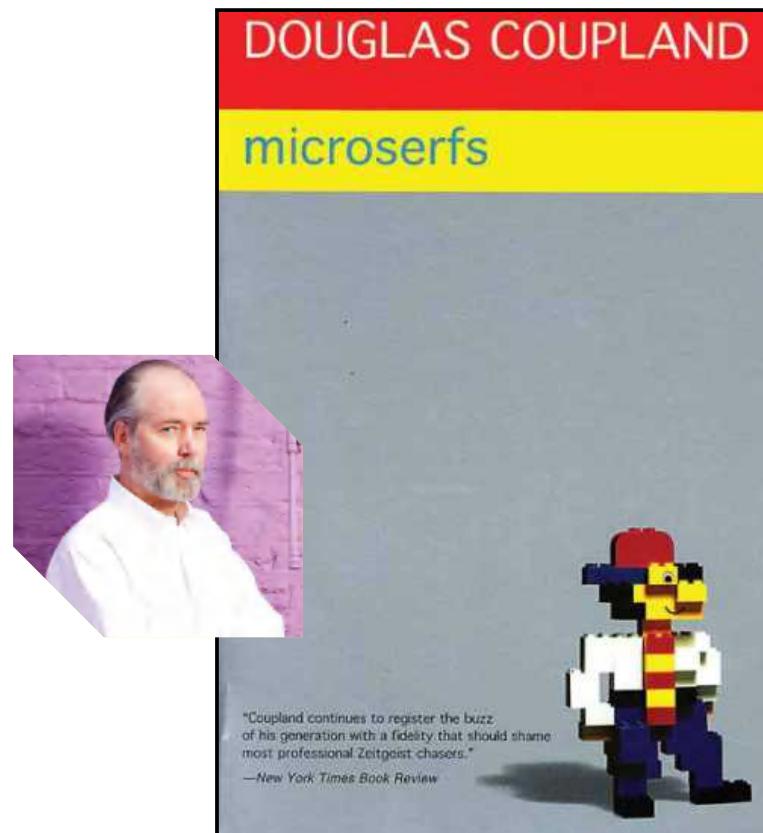
The movie showcases different parties trying to build formidable conditions for human survival, while the common man stranded in the scorch is left to turn undead. My idea of a perfect Zombie movie is somewhere close to 28 Days Later. I like them ferocious, rage struck and bloody insane. And that's what brings around the thrill in The Scorch Trials, the undead are evil and reckless and they just want to eat.

The Movie is based on the book series – The Maze Runner by James Dashner. Directed by Wes Ball and Screenplay by T. S. Nowlin. The highlight of the movie are the incredible action sequences and great acting by the cast. Although, even towards the end, the movie is ambiguous on its plot and where the characters are directed to. Usually every movie in a series build up the story for the next one, but with the maze runner, the first two instalments have managed to keep the audience in the dark, rendering the plot unpredictable.



SCIENCE FICTION NOVELS THAT WILL GIVE YOU CHILLS

Science Fiction is home to one of the most compelling novels, short fictions, adapted and inspired films, and video games. The fascination for scientific and technological endeavors would never subside as the want for better gadgets, space travel, electro-magnetic powers, transformable machines, aliens, time travel, immortality, teleportation, etc is insatiable in relation to its relentlessly increasing fascination, want and demand. Science Fiction comprises of all the necessary elements - facts and figures, concepts and ideas - and puts in together all things science and technology. Star Wars, Star Trek, Doctor Who, Minority Report, etc are some of the cult shows that has given hype to this mega-madness and craze for things sci-fi. Spock, Yoda, Chewbacca, Captain Kirk, and many more figures have become the most appreciated part of this world. Science Fiction comes under one of the most popular genre writings and therefore has been Hollywood's personal favourite - with so many adaptations that one could only count of - and the list does not even end. As we have entered the era of absolute sci-fi, our constant want for more is the only thing static in contrast to the fast paced changing and ever-developing world of science and tech. Science Fiction is every Techies regular consumption material - whether be via the medium of TV, Movies, Novels, Audiobook Podcasts, Comics, or more. Separating from this fascinating world is impossible to begin with, in the first place. I have picked a couple of science fiction novels that has over the period of years grown more popularity and recognition - filling the dreamers with imaginations more fascinating than the other.



Microserfs: by Douglas Coupland

Douglas Coupland has chronicled and documented the internet boom days in his novel 'Microserfs', narrating the 90's adventure stories of six code-crunching computer whizzes - known as 'Microserfs' who shifted from the protected environs of Redmond to the uncertain and absurd shores of startup life of the Silicon Valley. It is indeed a journey into absolute uncertainty and absurdity of life in the other side of the world - with dreams to find a place to finally land on a surface and settle against all the obstacles that one could face.

They work sixteen hours a day "coding" and eating "flat" foods as they scan the company e-mail to understand whether the great 'Bill Gates' is going to flame one of them. Eventually, Microserfs move along together on a different path and mark on a different journey - living together in a mutually shared digital flop-house as they strive to cultivate a fully functioning and complete life and find love in a stranger valley.

The First \$20 Million Is Always the Hardest: by Po Bronson

Po Bronson's novel is a very insightful piece of writing, which offers unrelentingly funny insider's look where he barefacedly opens up about the so called 'American dream' and lays out in straight and bold words - its manipulative and twisted ways of working. In his novel 'The First \$20 Million Is Always the Hardest', he mentions the absurdities and uncertainties of the free flowing venture capitalist world of the 1990s.

It's filled with the anxious attempts of a programmer to tries to lead a startup entrepreneur. This particular programmer's networked PC which faces a severe need of funding back in that time is essentially a Chromebook—before Google even existed. This book will show the hardship of life in Silicon

Valley - with all its inevitable truths and ways of life - its struggles, battles and wars against building a well-rounded life - all the hurdles one could not think of.





The Minority Report: by Philip K. Dick

Minority Report starring Tom Cruise, directed by Steven Spielberg is adapted from the 1956 science fiction story "The Minority Report" by Philip K. Dick. 'The Minority Report' brings big ideas, comprising a majority report which foretells all the criminal activities by simply analyzing the thoughts of "precogs," or mutants with highly future predictive abilities. The Minority Report is one of the most well known science fiction stories - and is read by millions by now. Its growing popularity helped its movie adaptation soon and got star casted by none other than the Tom Cruise himself. The movie was a bit hit too and has got several acclaims and appreciations.

It has mentioned a system that can effortlessly peek into the future of one's past life activities, and have them arrested - eventually punishing them before they could even commit the crime. This, however, continues until the protagonist Precrime Commissioner himself is accused - he then runs as a convicted murderer to prove his innocence. It is one of the finest work under science fiction that I have come across and has been recommended to me by other more than thrice during my college days. I would like to list this book my personal favourite under the science fiction genre of books.

Ready Player One:

by Ernest Cline

Although frequently reliving the past, Ready Player One opens up in the year 2044, where the only time the character Wade Watts feels alive is when he is put into the virtual utopia known as the OASIS. He then dedicates his life to studying the hidden puzzles within this world's digital confines. Wade soon gets the first clue and finds himself where he finds other players willing to kill him to take this ultimate prize.

Now, he must escape his death and survive...and so the race is on. It is one of the most intriguing books I have come across, and will sure give you all the chills and kicks you ever needed - static Goosebumps to be precise. Every single chapter is as intriguing and full of questions and conflicts as the other, and with every chapter, it slowly peaks up to an epic climax serving as one of the most adventurous and trilling story one could come across.



5 RECOMMENDED TED TALKS ON TECHNOLOGY

TED Talks is a globally held conference, which brings people driven with more curiosity, zeal, and inspiration to story telling their insights. Founded in 1984, it is a global set of conferences run once a year prior to the year of 2014, with most of its prime events held mainly in Vancouver, Canada every year. When TED conference was started, it had one major focus and emphasis and that was on technology and design, however, it has since then covered many grounds including talks on several diverse topics of scientific and cultural interest.

I first stumbled upon TED Talks on 2013, couple of weeks before my summer vacation. I was thoroughly blown away with the insights I got to hear regarding Technology and what it could do for us - 'how we understand and use it' and more. After that, it's never been a single day that I don't YouTube TED Talks. TED Talks will make you aware of all the wonderful things people are doing to shape the future of our generation as well as the future of new generation to come.

Prior to this, I had never come across anything as interesting, inspiring and compelling as this. And, it did kind of

Have you heard of 3D Printers? If yes, then you will surely have a jaw dropping moment reading about a 3D printed jumbo-jet. Sounds unreal right? I had a similar feeling having heard that first. On TED Talks, Bastian Schaefer, an Aircraft engineer reveals his incredibly genius design plans for the jet planes of the near future. They are aiming for sustainability: social, environmental and economic values in order to provide the futuristic jumbo jet of a greener and leaner mechanism, being collaborated with Airbus.



changed the way I perceived my Summer Vacation - and I can claim, it was way more productive compared to all of my earlier summer vacations. Something had real got to me and had slowly started changing me from the core. I believe insights do matter a lot if taken with curiosity, patience and honest pleasure of understanding things.

Among other countries, Europe, Asia and North America also have conducted TED Talks in their native locales. Now, TED Talks covers a wide variety of diverse topics within the research and practice of science and culture, but only through the art of storytelling. TED Talks guest speakers are offered couple of minutes to a quarter of an hour in order to convey and deliver

their ideas, concepts and insights to the audience eager to consume every single one of your insights with zeal and delight. Few of the notable speakers from previous years are none other than Bill Gates, Google founders Larry Page and Sergey Brin, Bill Clinton, Richard Dawkins, Al Gore, Gordon Brown, Richard Stallman, Bono, Jane Goodall, Mike Rowe, and various other notable and worthy Nobel Prize winners.

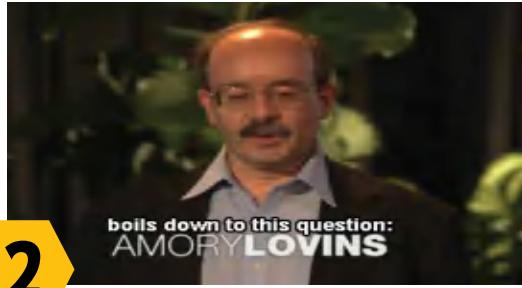
People are doing amazing things and its time I have hand-chosen few TED Talks that deal with incredible technologies, which will completely sweep you off your feet and baffle you with fond astonishment.

A 3D-PRINTED JUMBO JET? – BY BASTIAN SCHAEFER



1

A 40-YEAR PLAN FOR ENERGY – BY AMORY LOVINS



2

Physicist Amory Lovins, in his TED Talks explains with minute details that, "Integrating all four energy sectors with new innovations are the key to shifting our reliance on oil." He explains how energy can be made really cheaper and reasonable to afford. He further believes that the sector costs to the US economy could be reduced by \$50 trillion if we can "eliminate our addiction to oil and coal by 2050 and use one-third less natural gas while switching to efficient use and renewable supply."

David Lang, in his TED Talks tells how his device which costs 1,000 times cheaper than the ROVs used by James Cameron in Titanic. He has taught a robot how to become his own oceanographer. ROVs have been around for decades - scientists use them to explore the oceans, oil and gas companies use them for exploration and construction. He has managed to raise money for his DIY project on Kickstarter. And, with all fingers crossed, he hopes to create a global community dedicated to all ocean explorers, with an ambition to one day run hundreds and thousands of those devices in the seas.

MY UNDERWATER ROBOT- DAVID LANG



3

ENERGY FROM FLOATING ALGAE PODS - BY JONATHAN TRENT



4

"I discovered that what's really required for sustainability is integration more than innovation," says Trent on his TED Talks, and enlightens us about this in more details. Scientist Jonathan Trent is at present developing and creating this completely a new form of home grown bio-fuel by simply farming micro-algae in floating offshore pods that eat waste water coming out of sewage from cities. He further explains, "Biofuels production is integrated with alternative energy is integrated with aquaculture."

Drones have become really popular things these days and has caught the fancy mostly of people who are quite taken by gadgets. You will quite often stumble upon it on YouTube. Drones are seen adopted by businesses and companies to make the likes of deliveries and surveillance more convenient and easier. Logistics expert, Andreas Raptopoulos believes that drones can be of vital help to those who do not have the facility of an all-season-road to access, and drones could be a helpful medium of delivering medicines and food to the unprivileged. Andreas, in his TED Talks says that more than a billion people are living in such areas where accessing the nearby facility such as medical facilities, hospitals and food centres are a big issue.

NO ROADS? THERE'S A DRONE FOR THAT- BY ANDREAS RAPTOPOLOUS



5

Interesting conferences are held around for years and in many locations around the globe, but TED Talks with its way of conducting events bringing in experts from all walks of life has really struck accord and made a difference for us all.

Influence of Science and Tech in Popular Culture

Pop culture or Popular culture is the sum total of all facts, ideas, perspectives, attitudes, images, and other phenomena that are within the mainstream of a given culture - the Western culture of the early to mid 20th century in particular, and the emerging global mainstream of the late 20th and early 21st century. The collection of these ideas and concepts have massively influenced the day to day lives of our society - be through the form of movies, music TV, sports, news, politics, fashion, technology or slang.

Scientific and Technological advancement has a huge impact on our culture and this has spawn the popular cultural of science fiction. From the law defining TV series Star Wars to the adventurous Star Wars, cult of Frankenstein to I Robot, Men In Black To Zombies - everything has been sparked from the growing awareness and curiosity of astounding scientific possibilities. Luigi Galvani, in 1771, noticed the legs of a dead frog twitching when applied with electricity while experimenting - and this is how the mythical attitude towards electricity began. And, then we witnessed Mary Shelley creating her novel "Frankenstein, Or the Modern Prometheus" on similar grounds.



Nanotechnology has also been introduced and presented in numerous movies, series, cartoons and comics since becoming a pop culture item. For example: Star Trek, The Simpsons, Star Wars, 41 Futurama, Terminator 2: Judgment Day and many more bringing stark reference to this technology but which allude to the same ideas and ethical/moral dilemmas. The "cyberspace" is a widely popular part of our vocabulary, which basically came into the picture describing the global network of interrelated IT infrastructures, telecommunication networks and computer processing systems. It has revolutionized pop culture and science fiction and now symbolized everything IT, computers, and the internet.

William Gibson used this idea for the first time ever in his short science fiction story, "Burning Chrome" in 1982. Even the word "cyberspace" has revolutionized popular culture and popular science fiction, ushering in the power and the omnipresence of the information age. Virtual reality (VR) also came into existence and was understood to technologically provide the scientific stairway to an electronic escape. This idea further influenced innumerable amount of books, movies and even cartoons like Johnny Quest bringing ethical and philosophical debates in regards to morals and human identity.

Popular cyberpunk literary examples comprise Rudy Rucker's "The 36 Ware Trilogy" with Software (1982), William Gibson's "Sprawl Trilogy" with Neuromancer (1984), ; Bruce Sterling's Schismatrix (1985), Count Zero (1986) and Mona Lisa Overdrive (1988); Wetware (1988), Freeware (1997) and Reelware (2000), Neal Stephenson's The Diamond Age (1996) etc. Other popular films under the genre are: Blade Runner (1982), Tron (1982), Videodrome (1983), RoboCop (1987), Hackers (1995), Johnny Mnemonic (1995), Judge Dredd (1995), The Fifth Element (1997), The Matrix (1999), Equilibrium (2002), Repo Men (2010), and the list just does not end.

The impact and influence of Science and Technology has been seen on the films on an almost consistent level. I am mentioning few movies and TV series below that have made a massive influence on the minds of our generation especially the ones who have had a keen interest on anything science and tech. These movies and TV series are a must watch and are now considered cult movies:



STAR TREK

Star Trek is one of the most culturally influential TV shows of all time. It has the most influential science fiction TV show of all time. Star Trek's original series aired on the NBC network from 1966 to 1969, eventually making four shows in 1980s plus ten movies. The popularity and mad fan following it received resulted in uncountable number of toys, books, and several other products smartly marketed by Paramount, which owns the Star Trek franchise. Captain Kirk and Spock, and their intergalactic space travel to far off planets discovering extra terrestrials - fighting and escaping with space ships rising from one end of the space to the other end- all of it became the fantasy all the fans craved to live and be a part of. The show's success was astoundingly overwhelming and massive.

MATRIX

The Matrix was released in 1999, directed by Andy and Larry Wachowski, it is considered to be "a cinematic fusion of philosophical, literary, and spiritual allusiveness". Matrix has certainly made its name in the film history. At first, the movies catches up with your fancy with its kung-fu and gravity defying action moves - and of course the virtual reality. The action style in the movies itself is unique and has caught huge attention globally. However, this movie has more to it than meets the eye. Besides all of all awesome action sequence and introduction to virtual reality, it has a deep rooted philosophical message. This movie has a cult following all across the globe.

STAR WARS

George Lucas' multi-film Star Wars saga had embedded itself with a significant impact and influence on modern popular culture. Darth Vader is one of the most iconic villain and a cult figure in the science fiction world, and has been gathering hundreds thousands and literally millions of fans from all across the globe. Have you heard of the phrases such as "evil empire" and "May the Force be with you". These dialogues have become part of the popular lexicon. Star Wars film was first launched in the year of 1977, and was watched worldwide by a wide spectrum of people. The Sounds, visuals, and music - all have become an indispensable part of the tapestry of American society. This helped pushed the science fiction boom of the late 1970s and early 1980s making science fiction films a blockbuster genre. Movies such as Spaceballs has parodied Star Wars Films.

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exHIBIT[®] TECH 2015 AWARDS



After the huge response we received for Exhibit Tech Awards 2014 at CeBIT Bangalore, we geared up again to be the moon among the stars with the 2nd Edition of the Awards. The Tech Awards 2015 was all about crowning the best in tech and this was done with the help of an amazing jury set. We brought them together so they can discuss and come to common grounds to felicitate the winners.

Apart from the Jury members, our online audience played a major role in helping us shortlist the winner from every category. They voted and posted the same so fellow techies can push forward their suggestions as well, resulting in an award night that concluded with the most suitable contenders winning. Post the event, we received enough credits and appreciations to put a dent in the universe. Success is the best motivation and whosoever said it was absolutely right. For all you readers and followers who haven't received the complete coverage, here is a hint of how it went with Cyrus hosting and people winning...

THE SHOW STARTS

Everyone was eagerly waiting for the awards night to start, but suddenly all the lights went haywire. Cyrus was getting ready for his appearance when he noticed this incident. He immediately enquired, "What the hell just happened?" Tech Support responded that they required 5 minutes to boot their systems and another 5 minutes to boot their applications. Everyone was taken aback by their response as it meant at least 10 minutes of waiting. This is when, Pratik Ghone, Automobiles and Tech Editor at Exhibit Technologies Pvt. Ltd. handled the situation by taking charge of the stage and introducing the all New Kingston SSD. He explained Cyrus and everyone in the crowd, that by upgrading the show's system to a Kingston SSD, it would boot up in less than 10 seconds and also run their apps 10 times faster. He pulled out the SSD from his pocket and also demonstrated its durability by dropping it in on stage. Thanks to Kingston SSD, the show commenced in seconds and everyone witnessed the launch of the all New Kingston SSD.

Enough of starters, let's move on to the main course now. No, I mean the event...we don't have dinner arrangements today due to cost cutting decision! Teeheehee, just kidding. Thanks to one man, we get a chance to hog.

Let's meet the man behind this grand event tonight – Mr. Ramesh Somani, Founder & Managing Director, Exhibit Group – and the owner of Exhibit magazine, thetechy.com and thewheelz.com, thestartupz.com, did I miss something? Because the list was a long one and my memory isn't that good!

Mr. Ramesh Somani comes on stage.

Ramesh: Thanks Cyrus and welcome everyone. It's absolutely wonderful to see how a year passed on and we are already into the 2nd year of Tech Awards night from Bangalore to Mumbai, and it is much better here to do it on your home ground I am happy that we initiated this award ceremony a year back and continue to crown the best ones in tech-world.

Quickly, I am here to say that all of you techie people are the bests in your own ways. But then, we award the best of the bests – to the deserving ones. The nominations are based on two factors - the products which were launched between Oct 2014-Oct 2015 and the products should be still available officially in Indian stores.

Once, we receive the nominations, we put the tough job of voting to the tech-minded public of the country. Then we have a jury meet based on the vote counts, and hence the final winners are concluded. A long process – but well deserved and clean and safe! And Last words, we don't sell our awards.



Moving on fast, let's see who all walk away with the crowns, and who all get prepared to try their luck next year ...

LET US MEET THE JURY MEMBERS FOR THIS YEAR



**BRIAN BADE,
CEO, RELIANCE DIGITAL**

Thanks to this man, we have all the latest gadgets in the stores right on time!



**MAHESH MURTHY,
FOUNDER, PINSTORM**

Sir, I too try to be 'unreasonable', but not many take me seriously as they do in your case!



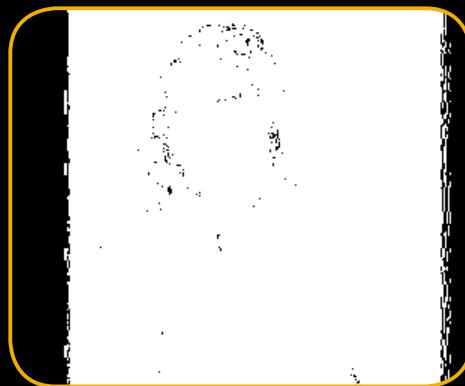
**DABBO RATNANI,
FASHION PHOTOGRAPHER**

The man who makes the stars shine brighter in his calendar every year.



**AQEEL ALI,
DJ**

The heartthrob of many girls, and ladies since their college days!



**SIDDHANT SHARMA ,
EDITOR FOR TECHNOLOGY,
THE QUINT**

He is so techy that he might host a Tech Awards night next year by himself.



**RAMESH SOMANI, CEO &
FOUNDER
EXHIBIT GROUP**

The man behind it all.



And so began THE EXHIBIT TECH AWARDS 2015

The first award was for

1 PORTABLE STORAGE PRODUCT OF THE YEAR

Here we start off with the nominations. It's going to be a huge list ahead and hence please excuse if I have to check the tele-prompter every now and then. Afterall my brain isn't a very good portable storage device!!

AND THE WINNER WAS...

LITTLE BIG DISK THUNDERBOLT 2

FEATURES

- Fastest Portable Storage
- 2 TB Capacity Storage
- Interface Transfer Rate 20 Gb/s
- Up to 1375 MB/s speeds for 4K video editing
- Dual Thunderbolt 2 ports for daisy chaining
- Whisper-quiet dual cooling



THE OTHER NOMINEES WERE....



Transcend 8TB
StoreJet 35T3



Seagate Seven



WD My Passport
Wireless



Kingston Type C
USB Drive

2

LAPTOP OF THE YEAR

If you just decided to own the (Lacie Little Big Disk Thunderbolt 2), I am sure you are a movie buff and your laptop is getting sluggish with overloaded data!! But are you sure this has only to do with a storage device and your laptop is working properly? No I am not discouraging you...but who knows...might be you need a new laptop as well.

Let me give you some options for few good LAPTOP OF THE YEAR...

AND THE WINNER WAS...

DELL XPS 13

FEATURES

- 13 inches, 3200 x 1800px, QHD+ touchscreen
- 256GB SSD, 8GB of RAM
- Up to 14 hours Battery



The Other Nominees Were....



HP Spectre xt360



Macbook Pro 13



Dell Alienware 17 Laptop



Lenovo Y70



Asus Zenbook UX305



Aspire V Nitro -ACER

**exHIBIT[®]
TECH²⁰¹⁵
AWARDS**

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3

CONSUMER ELECTRONIC BRAND OF THE YEAR

The Best Electronic Retail Chain in India share their expertise on the following two categories. The first one is for a brand that has reached the epitome of popularity among the consumers throughout the year. The Second one is for the Brand that empowers its products to give their customers the best in-store experience.

LG



4

BEST IN-STORE EXPERIENCE BRAND OF THE YEAR

SONY

SONY
make.believe



5

EARPHONE OF THE YEAR

Moving to our next category. You have a phone, you have this. You have a laptop, you have this. You have a music player, you have to have this.

Plug it and play fool on roads. And keep people guessing over your sanity. Any guesses? Yes, I'm talking about earphones!

AND THE WINNER WAS...

JAYBIRD BLUEBUDS X2

FEATURES

- Good sound quality and sound stage with clear highs and impactful bass response
- Decent battery life with easy option and folding mechanism allows easy carry



The Other Nominees Were....



OCX 686G
Sports - Sennheiser



Bose - SoundTrue™ Ultra
in-ear headphones



JBL Wave earphones
(gesture control)



Brainwavz Jive



RHA T20i



Skullcandy - Method

**EXHIBIT
TECH 20
AWARDS 15**

6

HEADPHONE OF THE YEAR

Next is the headphone category, and I have always tried a lot to make out a difference between an earphone and a headphone. And...I conclude that the latter has a girlie hairband thingy. Errr...any more difference, if any...I donno. If anyone among you knows it better, meet me backstage and explain please, so that I may use that gyan the next year!!

AND THE WINNER WAS...

SKULLCANDY CRUSHER

FEATURES

- 40mm Dynamic Drivers
- Over the Ear Design
- Single-sided cable
- Noise Isolation



The Other Nominees Were....



RS Wireless
175 - Sennheiser



RAPOO S-100 Bluetooth
Headset



Sound Blaster
JAM - Creative



Jbl everest headphones



Xiaomi Mi Hi Fi Headphones



Audio Technica ATH-M70x



Harman Kardon soho bt

7

WIRELESS SPEAKER OF THE YEAR

For the next category, I want to specially thank to the one who first came up with such a brilliant idea. Wireless headphones is an innovation to vow for, as I believe wires are naughtier than the naughtiest kids and all their sole intention is to piss you off by tangling the most impossible way. Let's check out the WIRELESS SPEAKER OF THE YEAR

AND THE WINNER WAS...

HARMON KARDON – ESQUIRE MINI

FEATURES

- Bluetooth® technology
- Easily connects to any iOS device
- Rechargeable lithium-ion battery lasts up to 8 hours
- Dual microphone and built-in echo/noise cancellation technology
- Includes Micro USB cable,
- Leather strap



The Other Nominees Were....



Sony SRS-X55



Bose SoundLink® Color Bluetooth® speaker



Sound Blaster Roar - Creative



UE Boom - Logitech



LG Music Flow H7 speaker (NP8740)

EXHIBIT
TECH 20
AWARDS 15

8

CAMERA OF THE YEAR

It's time now for a reality check...how many of you agree that if a girl is getting over 300 likes on her Facebook profile picture, chances are their boyfriends own a good camera...and it has not much to do with their looks? Well, capturing memories is a gone thing...cameras today are popular today for bringing 'likes' and 'comments' on Facebook and Instagram. Let me check which camera gets the credit for the same this year.

AND THE WINNER WAS...

NIKON D750

FEATURES

- 24MP Full-frame CMOS sensor (with AA Filter)
- Flip up/down 3.2 inches 1,229 k-dot RGBW LCD Screen
- 6.5 fps continuous shooting
- Improved 51-point Multi-CAM 35000FX II AF System
- 1080/60p video recording
- Built-in Wi-Fi



The Other Nominees Were....



Sony Alpha 7 M II



Panasonic Lumix GH4



Canon EOS 5DS

exHIBIT
TECH²⁰¹⁵
AWARDS

This category, I don't exactly know how to describe it as. May be because these are what people kept on buying throughout the year. Or maybe, something which became reviewer's first choice. Or maybe, the gadgets which became the most popular. Whatever it is, I personally feel the jury couldn't classify this category under any other category and hence named it as the CONSUMER TECH OF THE YEAR.

AND THE WINNER WAS...

LOGITECH K480

FEATURES

- Multi-device Keyboard
- Unique computer keyboard that also works with your Bluetooth tablet and smartphone
- Shortcut keys for Windows and Mac
- Switch easily between devices



The Other Nominees Were....



WD My Passport X



BeoPlay A2



Panache - Air PC



Canon - MAXIFY MB5370



BenQ 1070+ Projector



Kindle Paperwhite 3rd Generation/ Voyage

10

VALUE TV OF THE YEAR

Ours is a country where it's legal to fight over a rupee with the rickshaw driver. And you thought we wouldn't think twice, or thrice...or the nth number of times while buying a gadget. Huh...man, we would spend bucks only if it's worth the value. And when it comes to gadgets like television which most of the people like me don't even think of replacing in a decade or two...the term value gets its own special value. Time to check out some of the VALUE TV OF THE YEAR.

AND THE WINNER WAS...

VU PLAY SERIES

FEATURES

- 32 inches LED TV
- Achromatic Panel
- 1366 x 768 Resolution
- 6 + 6 Watt Audio
- 178°(H) X 178°(V) viewing angle



The Other Nominees Were....



Intex LED TV 3210 FHD



Mitashi MiDE032v11/32v10



Videocon DDB TV series

exHIBIT
TECH²⁰¹⁵
AWARDS¹⁵

Oh my good lord...tell me what do you do with a television? Watch sports or movies, and yes daily soaps. What do you do with a premium television? Watch sports or movies and the same boring daily soaps? What's difference does it make with the word premium? Huh...you decide as I announce the nominees for PREMIUM TV OF THE YEAR...

AND THE WINNER WAS...

LG 4K OLED TV TV (LG 65EC970T)

FEATURES

- Screen Size: 65 inches: 164 cm
- Resolution: 4K 3840 x2160
- Contrast Ratio: Infinite Contrast
- BackLight Module: OLED



The Other Nominees Were....



Samsung 65HU9000



Sony KD-65X9004A



Iconium Series - VU 65"
Iconium 4K UHD SMART 3D LED



BeoVision Avant 85"

12

SMARTWATCH OF THE YEAR

Gone are the days when wearing a cool jacket and classy shoes would make you stand outta crowd. Things have changed ever since Apple Inc. popped up with something called smartwatch, another of their trendsetting ideas. Today you don a smartwatch to stand out in the crowd. While a hoard of smartwatches tend to hit the headlines every other day, we have picked few best SMARTWATCHES OF THE YEAR, and here are those...

AND THE WINNER WAS...

LG WATCH URBANE

FEATURES

- 1.3" Full Circle P-OLED Display, Gorilla Glass 3 and Full Metal Body
- Compatible with most devices with an Android 4.3 or later
- Fitness Integration with Built-In Continuous Heart Rate Monitor
- Barometric Pressure, Gyroscopic Movements, Accelerometer,
- Geomagnetic Sensor, PPG Heart Rate Monitor
- Music Streaming



The Other Nominees Were....



Garmin Vivoactive



Martian Notifier



Casio GBA 400

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13

WEARABLE TECH OF THE YEAR

Wait...didn't we just talk about the smartwatch thing? How is it different from this category? Like...watch you wear here and smart wearables anywhere in the body???? Anyway, up to you guys to follow, my job is to announce.

AND THE WINNER WAS...

FITBIT SURGE

FEATURES

- Best-in-class battery life
- Built-in GPS, multisport functionality,
- Automatic continuous heart-rate
- Eight-sensor technology



The Other Nominees Were....



Jabra Pulse



Fore Runner 225 - Garmin DrivePro Body 10 - Transcend



exHIBIT[®]
TECH²⁰¹⁵
AWARDS¹⁵

14

MOST INNOVATIVE TECH OF THE YEAR

The next category makes me giggle. Because for a novice like me, every other gadget seem to be startling me every other day, every gadget is an innovative innovation to me. Still, you guys might have noticed some extraordinary innovation in these.

AND THE WINNER WAS...

HERO4 GO PRO SESSION

FEATURES

- Smallest, lightest GoPro yet
- Durable and waterproof to 33' (10m)
- No housing needed
- Easy one-button control
- Up to 1440p30
- 1080p60 and 720p100 video
- 8MP photos with 10 fps Burst



The Other Nominees Were....



Dolby Atmos for
Smartphones



D-LINK DIR-890L, WIRELESS
AC3200 TRI BAND GIGABIT
CLOUD ROUTER



BeoSound Moment



Touch P5 - TP Link



Wacom Bamboo
Stylus Fineline 2

15

THE TECHY CAR OF THE YEAR

Cars, really? Didn't I say this year it's bigger and better? Exhibit has started off thewheelz.com, their website solely dedicated to automobiles and with more gyan on wheels, they ought to honour the best on wheels.

AND THE WINNER WAS...

BMW i8

FEATURES

- Top Speed : 250 kmph
- Acceleration (0-100 kmph) 4.4 Seconds
- Smart Access Card Entry
- Brake Assist
- Crash Sensor
- Anti-Theft Alarm
- Child Safety Locks
- Front Impact Beams



The Other Nominees Were....



Audi A6 Matrix



Volvo XC 90



Mercedes S 63 AMG

exHIBIT[®]
TECH²⁰¹⁵
AWARDS¹⁵

16

THE LUXURY GADGET OF THE YEAR

Hey Ramesh, can I get a test drive after the event please? This is so tempting man! This is pure luxury!

(Talking about sheer luxury, let's now jump a step above. And talk about moolah! You have the money, you spend on these – requirement and usability is much later a decision.

AND THE WINNER WAS...

LG ULTRA HD 4K TV (98UB980T)

■ FEATURES

- Pre-Installed Features
- Crystal Clear Picture
- Dynamic Sound
- Wall Mountable



The Other Nominees Were....



BeoVision Avant 85"



BeoSound Moment



Signature Touch - vertu



MSI GT80 Titan

17

THE ENTRY LEVEL SMARTPHONE OF THE YEAR

But the takers for these luxury gadgets are very limited, reasons need not to be explained. Instead, people here are more inclined to buy something which is more value for less money. There are few unlucky teens too who have just got into higher schooling and whose parents haven't yet allowed them a phone yet!! All they get is a peanut pocket money. Wait...do they exist in reality in today's world? Let's cut it short, here are phones for the less privileged.

AND THE WINNER WAS...

YU YUNIQUE

FEATURES

- 4.7" 720p
- Qualcomm Snapdragon 410 Quad-Core
- 8 GB ROM, 1 GB RAM,
- 8 MP Rear and 2MP Front Camera
- 2000 mAh battery



The Other Nominees Were....



Huawei Honor 4c



Micromax Canvas Xpress 2



Karbonn Titanium Mach 5



Microsoft Lumia 430



iBall HD6



HTC 526 g +



Pocket Surfer 2G4



Intex - Aqua 3G Pro

There is something which everyone here would agree with me on...man, we spend bucks only if it's worth the value. And it is most prominent in the case of smartphones which everyone among us owns for sure – may be sometimes two or more.

AND THE WINNER WAS...

MOTO G 3RD GEN

■ FEATURES

- 5" 720p
- Qualcomm Snapdragon 410 Quad-Core
- 16 GB ROM, 2 GB RAM
- 13 MP Rear and 5 MP Front Camera
- 2470 mAh battery



The Other Nominees Were....



Xiaomi Mi4i



Lenovo k3 Note



Asus Zenfone 2



Gionee F 103



HTC Desire 820G+



LG Spirit



Panasonic - Eluga Z



Sony Xperia M4 Aqual Dual

19

THE FLAGSHIP SMARTPHONE OF THE YEAR

And then there are few phones that just hog the limelight with the mere presence and enigma. And the rest of their clans just keep on following.

AND THE WINNER WAS...

SAMSUNG GALAXY S6 EDGE

FEATURES

- 5.1" 2K SAMOLED
- Exynos 7420 Octa-Core
- 32/64/128 GB, 3 GB RAM
- 16 MP Rear and 5 MP Front Camera
- 2600 mAh Battery



The Other Nominees Were....



Galaxy Note 5



LG G4



One Plus 2



iPhone 6 Plus



HTC One E9+



Sony Xperia M5 Dual



Gionee Elife S7



Sony C4

By the way, don't you feel that I have started speaking like a pro in tech, thanks to this award night for the consecutive two years. This has enlightened me and made me feel like a techie from within. (Seems proud of himself). Okay, so we are done with the gadgets. Almost all the gadgets got some award or the other – we hope you all are happy and not many lose heart post the event. Time to reward some of the greatest tech-minds – the best people behind making this tech-world so hyped.

20

THE TECH ENTREPRENEUR OF THE YEAR

RAHUL SHARMA

THE CO-FOUNDER AND CEO OF MICROMAX

The young talent has an impressive profile and this award only adds to it further. Congratulations Rahul.



What? We are done? Just when I was picking up the pace and was getting enlightened with technology, you make me unplug. Not fair Ramesh...we had to have more categories.

Not many of you think so...because people at the back seems hungry, aren't they? Let's wind up fast.

That's all for tonight. Congratulations to the winners...better luck next year for those who couldn't make it this time. You may cheer yourself up with the food and drinks. Thanks everyone for attending and giving me a chance to speak – something I love to do since before birth! Have fun...click selfies...and post on social networks.

Oh...wait, thanks Ramesh, and thanks Reliance Digital. Please do call me as the host , for the next year too...

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SATELLITE INTERNET GETS A FACE LIFT



— WHEN AND WHERE? —

The history of the first successful satellite internet dates almost two decades back. Following the launch of the first satellite, Sputnik 1, by the Soviet Union in October, 1957, the US successfully launched the Explorer 1 satellite in 1958. The first commercial communications satellite was Telstar 1, built by Bell Labs and launched in July, 1962.

The idea of a Geosynchronous

satellite — one that could orbit the Earth above the equator and remain fixed by following the Earth's rotation — was first proposed by Herman Potocnik in 1928 and popularised by the science fiction author Arthur C. Clarke in a paper in *Wireless World* in 1945. The first satellite to successfully reach geostationary orbit was Syncom3, built by Hughes Aircraft for NASA and launched Aug. 19, 1963. Succeeding generations of commu-

nications satellites featuring larger capacities and improved performance characteristics were adopted for use in television delivery, military applications and telecommunications purposes. Following the invention of the Internet and the World Wide Web, geostationary satellites attracted interest as a potential means of providing Internet access. A significant enabler of satellite-delivered Internet has been the opening up of the Ka band for

satellites. In December, 1993, Hughes Aircraft filed with the Federal Communications Commission for a license to launch the first Ka-band satellite, Spaceway. In 1995, the FCC issued a call for more Ka-band satellite applications, attracting applications from 15 companies. Among those were EchoStar, Lockheed Martin, GE-Aerocom, Motorola and KaStar Satellite, which later became WildBlue.



— THE RACE FOR INTERNET SERVICE FROM SPACE IS ON, AGAIN —

After a series of failed satellite Internet projects over the past two decades, fresh investment is coming into the sector, and at least three high-profile projects are moving forward. Let's follow their plans...

OneWeb, a London-based consortium backed by tycoon Richard Branson, announced in June it had raised \$500 million from investors including Airbus, Qualcomm and Intelsat to advance its plan for satellite broadband to underserved parts of the world.

Also this year, US-based space exploration firm SpaceX secured a \$1 billion (roughly Rs. 6,529 crores) investment that could help founder Elon Musk's plan to build a satellite Internet network, with backing from Google and the financial firm Fidelity. US-based LeoSat, backed by Europe's Thales Alenia Space, is also working on a satellite broadband project aimed at business. And Samsung outlined plans in a research report this year "to make affordable Internet services available to everyone in the world via low-cost micro-satellites."

The projects seek to launch hundreds of low-orbit satellites to beam the Internet from space. The initial costs could be high, but would avoid the expense of building ground-based systems for wired or wireless broadband.

If the plan sounds familiar, we've seen this before.





— **ONEWEB**

Teledesic, a 1990s project backed by Microsoft's Bill Gates and Saudi royal family investors, died before it went into service, as did another venture called SkyBridge, whose assets were eventually acquired by OneWeb.

Greg Wyler, chief executive of OneWeb, said much has changed since Teledesic abandoned its "Internet in the sky" plan more than a decade ago: the cost of satellite technology has come down, and most people now realize that connectivity is needed to spur economic development.

OneWeb plans to begin launching its 648 low-orbit satellites in 2017, and begin connecting customers by 2019. The company has "contractual arrangements" to operate in more than 50 markets and is looking at a broad global footprint.

More than half the world is not connected. In some developed markets like the United States, individuals who live in remote areas could subscribe to Internet broadband. In developing countries, it may be schools, health care centers and other government entities. "Our technology fundamentally reduces the cost of connectivity," Greg Wyler says.

— **NATURAL ADVANTAGES**

Scott Pace, director of the Space Policy Institute at George Washington University, said now may be an opportune time to launch a space broadband service because of advances in technology and growing

needs for connectivity. Space has a lot of natural advantages over terrestrial systems. Space systems provide a way to cover massive amounts of territory very quickly, and the new satellites are increasingly sophisticated.

Because growing numbers of people around the world rely on wireless broadband, demand is more intense than in the 1990s and satellite systems have a chance of meeting that demand and being a player. Still, it's not clear if

satellite systems can compete effectively with ground-based systems. And any new entrant will still have to compete for airwave spectrum and deal with regulators in various countries. With a number of satellite firms competing, it

is not clear if all will survive. It's a question of who can get there quick enough and surmount the regulatory hurdles. There is no surety that there is room for multiple systems, there might be room for one, maybe two.

— **MUSK VS BRANSON: SPACEX VS LEOSAT**

An equally ambitious plan is being developed by Musk and SpaceX, which could launch as many as 4,000 satellites. Musk said on Twitter that he sees "advanced micro-satellites operating in large formations" that would provide "unfettered (Internet access) certainly and at very low cost."

Details of the SpaceX plan are still sketchy, but the company has filed plans with the US Federal Communications Commission to begin testing. Eventually, FCC approval could allow the SpaceX project to offer broadband services globally.

LeoSat's plan calls for between 78 and 108 satellites for a broadband network aimed at high-volume business customers such as major corporations, governments, maritime operators and the oil and gas industry. While LeoSat, a startup created

in 2013, is aiming at only a few thousand customers, it can also serve as a "backbone" for other operators, which would mean millions could use its connections.

"We want to become 'fiber from the sky' from anywhere to anywhere," said chief executive Mark Rigolle. "It's not a product that is available in today's market."

The company was created by former oil and gas industry executives who understood the need for better connections in remote parts of the world. These low-earth orbit systems require more satellites but can cover areas not served by the higher-orbit systems, with better connectivity because of faster transmission speeds.

LeoSat will be able to transmit around the globe "from satellite to satellite without ever touching the ground," create a system which is "effectively faster than fiber" and more secure.

20 MOST SOLD PHONES IN THE WORLD IN UNITS

Phone Makers have sold millions and millions of units of phones to the users over so many period of years. However, let's find out who sold the maximum number of units in the descending order. Given below are 20 most sold phones in the world.

NOKIA 3310 SOLD

136 MILLION UNITS

NOKIA 5130 SOLD

65 MILLION UNITS

NOKIA 2600 SOLD

135 MILLION UNITS

NOKIA 1200 SOLD

150 MILLION UNITS

NOKIA 5230 SOLD

150 MILLION UNITS

APPLE iPHONE 3GS SOLD

35 MILLION UNITS

MOTOROLA RAZR V3 SOLD

130 MILLION UNITS

MOTOROLA STARTAC SOLD

60 MILLION UNITS

NOKIA 1110 SOLD

250 MILLION UNITS

MOTOROLA, 2003'S C200 SOLD

60 MILLION UNITS

NOKIA 3210 SOLD

160 MILLION UNITS

NOKIA 600 SOLD

130 MILLION UNITS

APPLE iPHONE 4S SOLD

60 MILLION UNITS

NOKIA 6230 SOLD

50 MILLION UNITS

NOKIA 1208 SOLD

100 MILLION UNITS

SAMSUNG GALAXY S II SOLD

40 MILLION UNITS

SAMSUNG GALAXY S III SOLD

40 MILLION UNITS

NOKIA 3100 SOLD

50 MILLION UNITS

NOKIA 2650 SOLD

35 MILLION UNITS



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